

Eyewear in Taiwan

Market Direction | 2023-05-22 | 33 pages | Euromonitor

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Report description:

As COVID-19 restrictions ease in Taiwan, people are returning to their normal routines, including going back to the office, exercising outdoors, and traveling on holiday. Due to the strong preference for in-office working culture, demand for contact lenses is increasing as they provide greater comfort for daily needs. Many individuals are choosing contact lenses over glasses as they continue to wear masks in 2023, leading to muted growth in spectacles sales. By contrast, demand for sunglasses is...

Euromonitor International's Eyewear in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Eyewear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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