

Eyewear in Indonesia

Market Direction | 2024-05-29 | 33 pages | Euromonitor

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Report description:

Eyewear is set to see growth in both volume and value terms in Indonesia in 2024. Buying power in the market has already notably shifted towards younger generations with significantly different characteristics to their older counterparts. These notable differences include a greater emphasis on spending on experience rather than on possessions, though these experiences are then largely commodified in the form of social media content. This is affecting demand across a range of product categories,...

Euromonitor International's Eyewear in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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PROSPECTS AND OPPORTUNITIES

The sunglasses category is forecast to register healthy growth fuelled by the younger generation

Opportunities may lie within the younger generation

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