

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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Table of Contents:

Eyewear in Indonesia
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List Of Contents And Tables

EYEWEAR IN INDONESIA

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 1 Sales of Eyewear by Category: Volume 2019-2024

Table 2 Sales of Eyewear by Category: Value 2019-2024

Table 3 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 4 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Eyewear: % Value 2019-2023

Table 6 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 7 Distribution of Eyewear by Format: % Value 2019-2024

Table 8 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 9 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 10 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CONTACT LENSES AND SOLUTIONS IN INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for comfortable coloured lenses increases

Local consumer preferences may cause decline in the use of contact lenses

Acuvue remains amongst the most trusted brands in terms of comfort and safety in Indonesia

PROSPECTS AND OPPORTUNITIES

The category continues to offer potential despite limitations

Players are aware of consumers' concerns about the effects of long hours of wearing contact lenses

Local brand, Pink Rabbit, works to maintain popularity amongst the younger generation by launching new product

CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2019-2024

Table 13 Sales of Contact Lenses by Category: Value 2019-2024

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2019-2024

Table 15 Sales of Contact Lenses by Category: % Value Growth 2019-2024

Table 16 Sales of Contact Lens Solutions: Value 2019-2024

Table 17 Sales of Contact Lens Solutions: % Value Growth 2019-2024

Table 18 Sales of Contact Lenses by Type: % Value 2019-2024

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Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024

Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024

Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024

Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024

Table 23 □NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 24 □LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 25 □Distribution of Contact Lenses by Format: % Value 2019-2024

Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 28 □Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

SPECTACLES IN INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Big potential in corporate eyewear market in Indonesia

Trend towards smart glasses emerging in Indonesia as tech enthusiasts and influencers show considerable interest in these products

Optik Seis becomes the first optical goods store to carry Ray-Ban Meta smart glasses in Indonesia

PROSPECTS AND OPPORTUNITIES

Healthy growth in the forecast period set to be fuelled by both the personal and corporate segments

SATURDAYS continues to serve the local market through outlet expansion and product development

Optik Melawai is ready to tap into the corporate market

CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2019-2024

Table 34 Sales of Spectacles by Category: Value 2019-2024

Table 35 Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 36 Sales of Spectacles by Category: % Value Growth 2019-2024

Table 37 Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 38 NBO Company Shares of Spectacles: % Value 2019-2023

Table 39 LBN Brand Shares of Spectacles: % Value 2020-2023

Table 40 Distribution of Spectacles by Format: % Value 2019-2024

Table 41 Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 42 □Forecast Sales of Spectacles by Category: Value 2024-2029

Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

SUNGLASSES IN INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The performance of the sunglasses category remains heavily reliant on the travel industry

Imported luxury sunglasses play key role in category

Demand for polarised sunglasses increases as outdoor activities return

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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Spectacles with photochromic lenses may pose competition

CATEGORY DATA

- Table 45 Sales of Sunglasses: Volume 2019-2024
- Table 46 Sales of Sunglasses: Value 2019-2024
- Table 47 Sales of Sunglasses: % Volume Growth 2019-2024
- Table 48 Sales of Sunglasses: % Value Growth 2019-2024
- Table 49 NBO Company Shares of Sunglasses: % Value 2019-2023
- Table 50 LBN Brand Shares of Sunglasses: % Value 2020-2023
- Table 51 Distribution of Sunglasses by Format: % Value 2019-2024
- Table 52 Forecast Sales of Sunglasses: Volume 2024-2029
- Table 53 Forecast Sales of Sunglasses: Value 2024-2029
- Table 54 □Forecast Sales of Sunglasses: % Volume Growth 2024-2029
- Table 55 □Forecast Sales of Sunglasses: % Value Growth 2024-2029

Eyewear in Indonesia

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