

Spectacles in Japan

Market Direction | 2024-05-30 | 18 pages | Euromonitor

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Report description:

Spectacles in Japan is set to see continued growth in volume and current value terms in 2024. Consumers care more about the health of their eyes, which is a general positive trend for spectacles. There are three main factors behind the growth of spectacles. One is the growth of reading glasses. According to Euromonitor's Consumers data, although the total population in Japan is decreasing, the population aged 65+ is still slightly increasing, which is driving growth.

Euromonitor International's Spectacles in Japan 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: Readymade Reading Glasses, Spectacle Frames, Spectacle Lenses.

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

Why buy this report?

- * Get a detailed picture of the Spectacles 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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A growing number of consumers with myopia and presbyopia

J!NS maintains its lead with the continuous development of value-added products

Bifocal lenses attract attention from all generations

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Saturation will lead to the targeting of inbound tourists

Physical outlets key to gain awareness, as they tell brand stories

Vision correction is social good, as it improves quality of life

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