

Spectacles in Thailand

Market Direction | 2024-05-29 | 19 pages | Euromonitor

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Report description:

Spectacles in Thailand is benefiting from consumers' habits and lifestyles in 2024, with persistent digitalisation and hybrid work arrangements supporting sales as people spend more time in front of screens. Spectacles are regarded as essential by those who need them, and even when times are tough financially consumers will buy them, with many shifting from contact lenses in order to save money.

Euromonitor International's Spectacles in Thailand 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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Euromonitor International
May 2024

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Innovations support performance of progressive lenses and myopia lenses

Premiumisation trends spur growth in spectacles, and e-commerce faces challenges

PROSPECTS AND OPPORTUNITIES

Consumer preferences to become increasingly sophisticated as competition heats up and education improves

Asian-fit, Thailand-focused limited collections set to gain visibility

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