

## **Contact Lenses and Solutions in Taiwan**

Market Direction | 2024-06-06 | 19 pages | Euromonitor

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### **Report description:**

Contact lenses and solutions continue to recover from the negative impact of the COVID-19 pandemic in 2024. Despite some government intervention in 2022, retail volume and current value sales still remain lower than pre-pandemic levels in 2019. The Taiwanese have returning to "normal life", with many people working back in the office, exercising outdoors and traveling on holiday. In Taiwanese business culture, flexible working practices are less developed and so most office workers are returning...

Euromonitor International's Contact Lenses and Solutions 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 (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 Lens Solutions, Contact 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 Contact Lenses and Solutions 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:

Contact Lenses and Solutions in Taiwan  
Euromonitor International  
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List Of Contents And Tables

### CONTACT LENSES AND SOLUTIONS IN TAIWAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Steady growth as normal lifestyles spur return to contact lenses  
Leading brands prioritise comfort and innovation to cement brand loyalty  
Speciality contact lens stores gain popularity in Taiwan

#### PROSPECTS AND OPPORTUNITIES

Eye conditions to drive demand for functional contact lenses  
Innovative sales models emerge to deliver convenience and stimulate trial  
Diverse offerings and emergence of new local brands

#### CATEGORY DATA

- Table 1 Sales of Contact Lenses by Category: Volume 2019-2024  
Table 2 Sales of Contact Lenses by Category: Value 2019-2024  
Table 3 Sales of Contact Lenses by Category: % Volume Growth 2019-2024  
Table 4 Sales of Contact Lenses by Category: % Value Growth 2019-2024  
Table 5 Sales of Contact Lens Solutions: Value 2019-2024  
Table 6 Sales of Contact Lens Solutions: % Value Growth 2019-2024  
Table 7 Sales of Contact Lenses by Type: % Value 2019-2024  
Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024  
Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024  
Table 10 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024  
Table 11 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024  
Table 12 □NBO Company Shares of Contact Lenses: % Value 2019-2023  
Table 13 □LBN Brand Shares of Contact Lenses: % Value 2020-2023  
Table 14 □Distribution of Contact Lenses by Format: % Value 2019-2024  
Table 15 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024  
Table 16 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029  
Table 17 □Forecast Sales of Contact Lenses by Category: Value 2024-2029  
Table 18 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029  
Table 19 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029  
Table 20 □Forecast Sales of Contact Lens Solutions: Value 2024-2029  
Table 21 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

#### EYEWEAR IN TAIWAN

#### EXECUTIVE SUMMARY

Eyewear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for eyewear?

#### MARKET DATA

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Table 22 Sales of Eyewear by Category: Volume 2019-2024  
Table 23 Sales of Eyewear by Category: Value 2019-2024  
Table 24 Sales of Eyewear by Category: % Volume Growth 2019-2024  
Table 25 Sales of Eyewear by Category: % Value Growth 2019-2024  
Table 26 NBO Company Shares of Eyewear: % Value 2019-2023  
Table 27 LBN Brand Shares of Eyewear: % Value 2020-2023  
Table 28 Distribution of Eyewear by Format: % Value 2019-2024  
Table 29 Forecast Sales of Eyewear by Category: Volume 2024-2029  
Table 30 Forecast Sales of Eyewear by Category: Value 2024-2029  
Table 31 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029  
Table 32 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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