

Eyewear in Taiwan

Market Direction | 2024-06-06 | 33 pages | Euromonitor

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Report description:

Eyewear in Taiwan is experiencing strong growth in retail volume and current value terms, driven by rising demand, innovative product development and dynamism in the retail landscape. In contact lenses, players are prioritising innovation to enhance comfort and loyalty for the end user. Consumers are increasingly opting for advanced materials and technologies, such as silicone hydrogel and blue light-blocking functionality. In spectacles, rising myopia rates and the availability of budget-frien...

Euromonitor International's Eyewear 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 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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Euromonitor International
June 2024

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