

## **Eyewear in Taiwan**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

### **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-friend...

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Eyewear in Taiwan  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### EYEWEAR IN TAIWAN

##### 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 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 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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 TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong recovery in spectacles driven by myopia and more affordable options

Blue light-blocking lenses gain popularity

Fashionable thin frames and earthy tones attract consumers

### PROSPECTS AND OPPORTUNITIES

Surging rates of myopia and presbyopia to support spectacles category

Budget-friendly chains and high-end boutiques are key distribution channels for spectacles

Role of spectacles as fashion accessories will spur growth

### 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 TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fashion and functionality drive strong performance in sunglasses

Prescription sunglasses are gaining popularity

Store-based channels dominate sunglasses sales due to needs for in-store fitting

### PROSPECTS AND OPPORTUNITIES

Sunglasses to grow in line with consumers' functional needs

Affordable and stylish brands capture consumers' attention

Offline channels bolster position with branded flagship stores emerging

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

#### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Eyewear in Taiwan

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com