

## **Spectacles in Taiwan**

Market Direction | 2024-06-06 | 17 pages | Euromonitor

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### **Report description:**

Spectacles in Taiwan continues to witness strong growth in retail volume and current value terms over 2024, primarily driven by the increasing prevalence of myopia among the population, which is increasing annually. Not only are myopia rates rising across all age groups, but the onset of myopia is also occurring at younger ages. The rise of budget-friendly chain eyewear stores is equally playing a significant role in the spectacles category. With more affordable prices, consumers can afford to h...

Euromonitor International's Spectacles 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: 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  
June 2024

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