

Eyewear in Asia Pacific

Global Strategy | 2024-08-12 | 47 pages | Euromonitor

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Report description:

Eyewear suffered badly when the pandemic hit Asia Pacific in 2020, with full recovery then delayed as the return of lockdowns in China in 2022 pushed regional sales into decline again. However, rising incidences of myopia and presbyopia due to the ever-increasing time spent in front of screens and ageing populations are helping to drive growth. The importance of e-commerce continues to grow, both as a sales channel as well as in terms of offering an omnichannel approach to sales and marketing.

Euromonitor International's Eyewear in Asia Pacific global briefing offers detailed strategic analysis of the global Eyewear market by pinpointing growth sectors, emerging trends, economic/lifestyle influences, highlights categories and geographies as well as pressing industry issues that are driving growth. The report identifies leading companies and brands within the competitive landscape, which feeds into shaping marketing and distribution strategies. From the latest cosmetics and coloured contact lenses to prescription glasses and frames, Euromonitor International offers an incisive snapshot of the Eyewear industry. Forecasts illustrate how the market is predicted to develop, regulatory shifts as well as opportunities to be seized for further growth.

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

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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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