



Eyewear in the Philippines

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Contact lenses and solutions see a strong performance, in context of increasing urbanisation and enhanced levels of consumer purchasing power

Millennials represent key target market for contact lenses, especially cosmetic variants

Contact lens solutions found in health and beauty retailers become more sophisticated, thanks to an increasingly knowledgeable consumer base

PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel further expansion for optical goods stores in the Philippines, while more consumers will be willing to pay a premium for greater comfort

E-commerce will continue to gather pace Due to the cosmopolitan industry, retailing channels differ according to the positioning of the brand.

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 Single vision lenses retain their popularity, although consumer awareness of bifocals and progressives is steadily increasing, together with lenses offering myopia control
 Entry of Japanese players threatens local brands

PROSPECTS AND OPPORTUNITIES

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 Luxury brands remain popular, but local player Sunnies continues to attract the attention of mass consumers
 Retailers adapt to changing consumer preferences

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Rising levels of affluence will lead to shift towards luxury brands, while retailers will focus on experiential store designs in areas frequented by high-income consumers
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