



Euromonitor
International

Eyewear in Taiwan

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Table of Contents

EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2020-2025

Table 2 - Sales of Eyewear by Category: Value 2020-2025

Table 3 - Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 4 - Sales of Eyewear by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Eyewear: % Value 2020-2024

Table 6 - LBN Brand Shares of Eyewear: % Value 2021-2024

Table 7 - Distribution of Eyewear by Format: % Value 2020-2025

Table 8 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 9 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Silicone hydrogel lenses is a key driver of growth, offering comfortable, healthy, and convenient vision correction

Johnson & Johnson Taiwan Ltd retains its lead, while local player Pegavision invests in innovation

High levels of myopia encourage the use of orthokeratology lenses in Taiwan

PROSPECTS AND OPPORTUNITIES

Continued innovation within silicone hydrogel lenses is expected to drive growth

Coloured contact lenses are set to gain ground, used as a popular beauty accessory

Formosa Optics launches its sustainability report, as environmental practices will be key over the forecast period

CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2020-2025

Table 13 - Sales of Contact Lenses by Category: Value 2020-2025

Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2020-2025

Table 15 - Sales of Contact Lenses by Category: % Value Growth 2020-2025

Table 16 - Sales of Contact Lens Solutions: Value 2020-2025

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2020-2025

Table 18 - Sales of Contact Lenses by Type: % Value 2020-2025

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2020-2025

Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2020-2025

Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2020-2025

Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2020-2025

Table 23 - NBO Company Shares of Contact Lenses: % Value 2020-2024

Table 24 - LBN Brand Shares of Contact Lenses: % Value 2021-2024

Table 25 - Distribution of Contact Lenses by Format: % Value 2020-2025

Table 26 - Distribution of Contact Lens Solutions by Format: % Value 2020-2025

Table 27 - Forecast Sales of Contact Lenses by Category: Volume 2025-2030

Table 28 - Forecast Sales of Contact Lenses by Category: Value 2025-2030

Table 29 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2025-2030

Table 30 - Forecast Sales of Contact Lenses by Category: % Value Growth 2025-2030

Table 31 - Forecast Sales of Contact Lens Solutions: Value 2025-2030

Table 32 - Forecast Sales of Contact Lens Solutions: % Value Growth 2025-2030

Spectacles in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustained value growth for spectacles, which are increasingly considered a fashion accessory

Essilor Taiwan leads spectacles, while second-placed Carl Zeiss records strong growth

The continue growth in myopia control lenses drives sales in 2025

PROSPECTS AND OPPORTUNITIES

Sales will be driven by the ageing population and digital devices, while refractive surgery challenges growth

Optical stores will focus on expertise while department stores and independent brand offer unique designs

Innovations will focus on functional eyewear, advanced technologicies and AI intergration

CATEGORY DATA

Table 33 - Sales of Spectacles by Category: Volume 2020-2025

Table 34 - Sales of Spectacles by Category: Value 2020-2025

Table 35 - Sales of Spectacles by Category: % Volume Growth 2020-2025

Table 36 - Sales of Spectacles by Category: % Value Growth 2020-2025

Table 37 - Sales of Spectacle Lenses by Type: % Value 2020-2025

Table 38 - NBO Company Shares of Spectacles: % Value 2020-2024

Table 39 - LBN Brand Shares of Spectacles: % Value 2021-2024

Table 40 - Distribution of Spectacles by Format: % Value 2020-2025

Table 41 - Forecast Sales of Spectacles by Category: Volume 2025-2030

Table 42 - Forecast Sales of Spectacles by Category: Value 2025-2030

Table 43 - Forecast Sales of Spectacles by Category: % Volume Growth 2025-2030

Table 44 - Forecast Sales of Spectacles by Category: % Value Growth 2025-2030

Sunglasses in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fashion trends continue to fuel sales of sunglasses in Taiwan

Kering SA retains its leads, however, share is lost to smaller, niche players

Taiwan’s active lifestyles drives growth for sunglasses designed for sports

PROSPECTS AND OPPORTUNITIES

Heightened awareness of eye health and demand for fashion accessories is set to support growth

Sustainability is set to a crucial focus of players across the forecast period

Recycling initiatives will be a key practice in the commitment to sustainability

CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2020-2025

Table 46 - Sales of Sunglasses: Value 2020-2025

Table 47 - Sales of Sunglasses: % Volume Growth 2020-2025

Table 48 - Sales of Sunglasses: % Value Growth 2020-2025

Table 49 - NBO Company Shares of Sunglasses: % Value 2020-2024

Table 50 - LBN Brand Shares of Sunglasses: % Value 2021-2024

Table 51 - Distribution of Sunglasses by Format: % Value 2020-2025

Table 52 - Forecast Sales of Sunglasses: Volume 2025-2030

Table 53 - Forecast Sales of Sunglasses: Value 2025-2030

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

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