

Spectacles in Thailand

June 2025

Table of Contents

Spectacles in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of spectacles benefiting from the growing influence of social media and the internet

Market polarisation informing the competitive landscape for spectacles

Thailand sees the emergence of myopia control spectacle lenses but demand remains low

PROSPECTS AND OPPORTUNITIES

Consumers expected to focus on quality and fashion

Thailand seeing the emergence of sustainable spectacles

Technological advancements likely to influence growth and development

CATEGORY DATA

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

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

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

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

Table 5 - Sales of Spectacle Lenses by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Spectacles: % Value 2020-2024

Table 7 - LBN Brand Shares of Spectacles: % Value 2021-2024

Table 8 - Distribution of Spectacles by Format: % Value 2020-2025

Table 9 - Forecast Sales of Spectacles by Category: Volume 2025-2030

Table 10 - Forecast Sales of Spectacles by Category: Value 2025-2030

Table 11 - Forecast Sales of Spectacles by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2025-2030

Eyewear in Thailand - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

MARKET DATA

Table 13 - Sales of Eyewear by Category: Volume 2020-2025

Table 14 - Sales of Eyewear by Category: Value 2020-2025

Table 15 - Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 16 - Sales of Eyewear by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Eyewear: % Value 2020-2024

Table 18 - LBN Brand Shares of Eyewear: % Value 2021-2024

Table 19 - Distribution of Eyewear by Format: % Value 2020-2025

Table 20 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 21 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spectacles-in-thailand/report.