



# Spectacles in Thailand

May 2024

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## Spectacles in Thailand - Category analysis

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#### 2024 DEVELOPMENTS

Consumer lifestyles contribute to growth in spectacles and players focus on communication

Innovations support performance of progressive lenses and myopia lenses

Premiumisation trends spur growth in spectacles, and e-commerce faces challenges

#### PROSPECTS AND OPPORTUNITIES

Consumer preferences to become increasingly sophisticated as competition heats up and education improves

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