

# Spectacles in Hong Kong, China

June 2025

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# Spectacles in Hong Kong, China - Category analysis

### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Continuous decline in 2025 due to northbound consumption and hyper-awareness of preventative eye health measures Hoya remains leader but is challenged by macroenvironment decline Myopia control gains traction but growth limited by knowledge and wealth gap

#### PROSPECTS AND OPPORTUNITIES

Grim outlook for spectacles in Hong Kong with eroded local demand Optical goods stores transform as consumers seek experiential retail Smart glasses as whitespace but close monitoring of regulations will be key

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