



Euromonitor
International

Eyewear in Indonesia

June 2025

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 Indonesia

KEY DATA FINDINGS

2025 DEVELOPMENTS

- New products and innovations continue to drive the demand for contact lenses among Generation Z consumers
- Johnson & Johnson continues to lead contact lenses with a strong and innovative brand offer
- The adoption of myopia control contact lenses is still at a very early stage

PROSPECTS AND OPPORTUNITIES

- Social media and cultural trends to fuel growth in contact lenses
- Coloured cosmetic contact lenses to remain popular among younger generations
- Virtual try-ons and shifting preferences in contact lenses

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 Indonesia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Spectacles' popularity as a fashion accessory helps to boost demand

EssilorLuxottica's stable tops spectacles

Myopia control spectacle lenses remain niche due to high prices and low consumer awareness

PROSPECTS AND OPPORTUNITIES

Growth forecast amidst the effects of modern lifestyles on eye health and product and retailing developments

Smart eyewear has yet to take-off in Indonesia

The performance of retail e-commerce is set to be enhanced by virtual try-on features

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 Indonesia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower growth for sunglasses amid economic uncertainty but bright spots abound

Imported luxury sunglasses dominate but local brands emerge

Retail e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Young consumers to give impetus to sunglasses through travel and tourism, fashion and outdoor activities

Rising demand for polarised sunglasses as enhancing visual clarity and eye protection gain weight in consumer purchasing decisions

Innovation and consumer lifestyles to add dynamism to the demand for sunglasses

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

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 focussing 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/eyewear-in-indonesia/report.