



# Spectacles in the Philippines

May 2024

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## Spectacles in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Spectacles see healthy growth, alongside rise in BPO, increasing levels of awareness of the need for vision correction and innovation by major players  
Single vision lenses retain their popularity, although consumer awareness of bifocals and progressives is steadily increasing, together with lenses offering myopia control

Entry of Japanese players threatens local brands

#### PROSPECTS AND OPPORTUNITIES

Players will continue to drive growth through blend of technological advancements and aesthetics

E-commerce will play key role in driving growth, although more premium outlets are expected to appear, alongside growing consumer awareness

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