



Euromonitor
International

Sunglasses in Indonesia

June 2025

Table of Contents

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 1 - Sales of Sunglasses: Volume 2020-2025
- Table 2 - Sales of Sunglasses: Value 2020-2025
- Table 3 - Sales of Sunglasses: % Volume Growth 2020-2025
- Table 4 - Sales of Sunglasses: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Sunglasses: % Value 2020-2024
- Table 6 - LBN Brand Shares of Sunglasses: % Value 2021-2024
- Table 7 - Distribution of Sunglasses by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Sunglasses: Volume 2025-2030
- Table 9 - Forecast Sales of Sunglasses: Value 2025-2030
- Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

Eyewear in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for eyewear?

MARKET DATA

- Table 12 - Sales of Eyewear by Category: Volume 2020-2025
- Table 13 - Sales of Eyewear by Category: Value 2020-2025
- Table 14 - Sales of Eyewear by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Eyewear by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Eyewear: % Value 2020-2024
- Table 17 - LBN Brand Shares of Eyewear: % Value 2021-2024
- Table 18 - Distribution of Eyewear by Format: % Value 2020-2025
- Table 19 - Forecast Sales of Eyewear by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Eyewear by Category: Value 2025-2030
- Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030
- Table 22 - 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 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/sunglasses-in-indonesia/report.