



Euromonitor  
International

# Eyewear in Asia Pacific

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## INTRODUCTION

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Key findings

## REGIONAL OVERVIEW

Asia Pacific has the highest regional sales of sunglasses

Asia Pacific recording strong growth in 2024

Full steam ahead for Asia Pacific eyewear growth after the COVID-19 declines

Chinese spectacles sales a major driver of the overall regional eyewear performance

Sunglasses worst hit by the lockdowns and travel bans back in 2020

Daily disposable lenses the main growth driver in 2019-2024

Functionality and technology emerging as key trends in Indian eyewear

E-commerce holds a major share of contact lens sales

Optical goods stores still the dominant channel for sales of spectacles

## LEADING COMPANIES AND BRANDS

Fragmentation greater in India and China than elsewhere

EssilorLuxottica heads up spectacles, Johnson & Johnson leads in contact lenses

China and Japan the main regional revenue generators for all of the top 10 players

Strong growth in sunglasses sales sees Gucci move up the rankings

## FORECAST PROJECTIONS

Steady annual growth rates expected for eyewear in Asia Pacific over the forecast period

Myopia control and polarisation will continue to be key trends in Chinese eyewear

Spectacles a saturated category in Japan

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

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