

Spectacles in China

May 2024

Table of Contents

Spectacles in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spectacles returns to its normal development path in 2024

Myopia control remains a main driver of growth

Domestic brands show great potential in spectacles

PROSPECTS AND OPPORTUNITIES

Continuing trend of price polarisation

The future for readymade reading glasses is promising

Offline channels will continue to dominate spectacles

CATEGORY DATA

Table 1 - Sales of Spectacles by Category: Volume 2019-2024

Table 2 - Sales of Spectacles by Category: Value 2019-2024

Table 3 - Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 4 - Sales of Spectacles by Category: % Value Growth 2019-2024

Table 5 - Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Spectacles: % Value 2019-2023

Table 7 - LBN Brand Shares of Spectacles: % Value 2020-2023

Table 8 - Distribution of Spectacles by Format: % Value 2019-2024

Table 9 - Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 10 - Forecast Sales of Spectacles by Category: Value 2024-2029

Table 11 - Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

Eyewear in China - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 13 - Sales of Eyewear by Category: Volume 2019-2024

Table 14 - Sales of Eyewear by Category: Value 2019-2024

Table 15 - Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 16 - Sales of Eyewear by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Eyewear: % Value 2019-2023

Table 18 - LBN Brand Shares of Eyewear: % Value 2020-2023

Table 19 - Distribution of Eyewear by Format: % Value 2019-2024

Table 20 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 21 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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/spectacles-in-china/report.