

# Spectacles in Japan

May 2024

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## Spectacles in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A growing number of consumers with myopia and presbyopia  
J!NS maintains its lead with the continuous development of value-added products  
Bifocal lenses attract attention from all generations

#### PROSPECTS AND OPPORTUNITIES

Saturation will lead to the targeting of inbound tourists  
Physical outlets key to gain awareness, as they tell brand stories  
Vision correction is social good, as it improves quality of life

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