

Spectacles in Singapore

May 2024

Table of Contents

Spectacles in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spectacle lenses is the highest growth category, with advances in myopia control

Local retailers and brands are able to connect with local consumers

Omnichannel strategies strengthen sales via e-commerce

PROSPECTS AND OPPORTUNITIES

Ageing population will drive growth for readymade reading glasses

AR innovations will cater to tech-savvy consumers

Sustainability likely to remain focused on spectacle frames

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 Singapore - 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

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SOURCES

Summary 1 - Research Sources

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