

# Spectacles in Japan

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing costs and product delays drive up average unit price of spectacles

Niche products to address popular trends and drive value growth

JINS invests in new experiential outlets

#### PROSPECTS AND OPPORTUNITIES

Personalisation to increasingly address consumer needs

Purpose-driven activities reflected in players' performances

Loyalty programmes will help retain consumers in a mature category

#### CATEGORY DATA

Table 1 - Sales of Spectacles by Category: Volume 2018-2023

Table 2 - Sales of Spectacles by Category: Value 2018-2023

Table 3 - Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 4 - Sales of Spectacles by Category: % Value Growth 2018-2023

Table 5 - Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Spectacles: % Value 2018-2022

Table 7 - LBN Brand Shares of Spectacles: % Value 2019-2022

Table 8 - Distribution of Spectacles by Format: % Value 2018-2023

Table 9 - Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 10 - Forecast Sales of Spectacles by Category: Value 2023-2028

Table 11 - Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

## Eyewear in Japan - Industry Overview

### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

### MARKET DATA

Table 13 - Sales of Eyewear by Category: Volume 2018-2023

Table 14 - Sales of Eyewear by Category: Value 2018-2023

Table 15 - Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Eyewear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Eyewear: % Value 2018-2022

Table 18 - LBN Brand Shares of Eyewear: % Value 2019-2022

Table 19 - Distribution of Eyewear by Format: % Value 2018-2023

Table 20 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 21 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

### 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-japan/report](http://www.euromonitor.com/spectacles-in-japan/report).