

Contact Lenses and Solutions in Taiwan

May 2023

Table of Contents

Contact Lenses and Solutions in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth as normal lifestyles spur return to contact lenses

Coloured contact lenses become a fashionable accessory among young Taiwanese

Healthcare chains and pharmacies remain the core channel for contact lenses

PROSPECTS AND OPPORTUNITIES

Demand for contact lenses may decrease as LASIK gains popularity

Online sales impacted by government restrictions

Comfort and aesthetics to remain key focus in product development

CATEGORY DATA

- Table 1 Sales of Contact Lenses by Category: Volume 2018-2023
- Table 2 Sales of Contact Lenses by Category: Value 2018-2023
- Table 3 Sales of Contact Lenses by Category: % Volume Growth 2018-2023
- Table 4 Sales of Contact Lenses by Category: % Value Growth 2018-2023
- Table 5 Sales of Contact Lens Solutions: Value 2018-2023
- Table 6 Sales of Contact Lens Solutions: % Value Growth 2018-2023
- Table 7 Sales of Contact Lenses by Type: % Value 2018-2023
- Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023
- Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023
- Table 10 Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023
- Table 11 Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023
- Table 12 NBO Company Shares of Contact Lenses: % Value 2018-2022
- Table 13 LBN Brand Shares of Contact Lenses: % Value 2019-2022
- Table 14 Distribution of Contact Lenses by Format: % Value 2018-2023
- Table 15 Distribution of Contact Lens Solutions by Format: % Value 2018-2023
- Table 16 Forecast Sales of Contact Lenses by Category: Volume 2023-2028
- Table 17 Forecast Sales of Contact Lenses by Category: Value 2023-2028
- Table 18 Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028
- Table 19 Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028
- Table 20 Forecast Sales of Contact Lens Solutions: Value 2023-2028
- Table 21 Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

Eyewear in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

- Table 22 Sales of Eyewear by Category: Volume 2018-2023
- Table 23 Sales of Eyewear by Category: Value 2018-2023
- Table 24 Sales of Eyewear by Category: % Volume Growth 2018-2023
- Table 25 Sales of Eyewear by Category: % Value Growth 2018-2023
- Table 26 NBO Company Shares of Eyewear: % Value 2018-2022
- Table 27 LBN Brand Shares of Eyewear: % Value 2019-2022
- Table 28 Distribution of Eyewear by Format: % Value 2018-2023

Table 29 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 30 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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