Euromonitor International

Contact Lenses and Solutions in Indonesia

June 2026

Table of Contents

Contact Lenses and Solutions in Indonesia - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Contact Lenses and Solutions

INDUSTRY PERFORMANCE

Robust Growth Driven by Rising Consumer Spending and Population Expansion
Contact Lenses Dominates Value Sales While Coloured Lenses Spur Dynamic Growth
Digital Influencers and Seamless Shopping Journeys Amplify Brand Growth
Chart 2 - X2 Softlens Campaign Presence on Tiktok and Other Social Media
Chart 3 - Illustro Softlens From Optik Melawai
Chart 4 - Value Sales 2021-2031
Chart 5 - Volume Sales 2021-2031
Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Frequent Replacement Lenses and Digital Shoppers to Drive Sustained Growth
Contact Lenses Expected to Lead Value Growth, but Solutions Will Also Maintain Steady Expansion
Omnichannel Strategies and Digital Engagement to Reshape Consumer Journeys
Chart 7 - Forecast Value Sales 2021-2031
Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dominant Manufacturers Leverage Innovation and Partnerships to Consolidate Leadership
Emerging Brands Use Digital Marketing and Niche Appeal to Gain Traction
Chart 9 - Company Shares 2025
Chart 10 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retains Dominance While Retail E-Commerce Rapidly Expands Its Reach
Chart 11 - Retail Channels 2021-2026

PRODUCTS

Technological Advancements and Hybrid Functionality Drive Product Development
Recent Product Launches Highlight Aesthetic Variety and Designer Collaborations
Chart 12 - Exoticon Presents ICE N°8 The Doll Lens for Expressive Big Eyes
Accelerated Product Lifecycles and Data-Driven Retail Strategies Transform Operations

ECONOMIC CONTEXT

Chart 13 - Economic Context for Contact Lenses and Solutions
Chart 14 - Real GDP Growth 2021-2031
Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Contact Lenses and Solutions
Chart 17 - Population 2021-2031
Chart 18 - Consumer Expenditure 2021-2031
Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Eyewear in Indonesia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Eyewear Sees Solid Value Growth Amid Rising Disposable Incomes
Spectacles Leads Value Sales and Growth, While Contact Lenses Sees Volume Dynamism
Kcmtku and Kacamatamoo Leverage Lifestyle Trends to Expand Eyewear Appeal and Sales
Chart 20 - Comfortable Vision, Maximum Style: KCMTKU
Chart 21 - Value Sales 2021-2031
Chart 22 - Volume Sales 2021-2031
Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Parents and Young Consumers Expected to Drive Growth through Health and Style
Retailers Will Integrate Omnichannel Strategies to Convert and Retain Customers
Population Growth and Rising Consumer Expenditure Set to Underpin Premiumisation
Chart 24 - Forecast Value Sales 2021-2031
Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Luxottica and Essilor Maintain Their Lead through Premium Offerings and Distribution
Owndays and Saturdays Capture Urban Consumers with Focused Retail and Lifestyle Strategies
Chart 26 - Company Shares 2025
Chart 27 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retains Dominance While Online Channels Drive Growth in Non-Prescription Eyewear
Chart 28 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 29 - Economic Context for Eyewear
Chart 30 - Real GDP Growth 2021-2031
Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Eyewear
Chart 33 - Population 2021-2031
Chart 34 - Consumer Expenditure 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/contact-lenses-and-solutions-in-indonesia/report.