

Sunglasses in Taiwan

May 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady growth for sunglasses due to increasing outdoor needs
Fashion trends: chunky frames with multiple colours, and light-coloured lenses
Store-based channels dominate sunglasses sales due to needs for in-store fitting

PROSPECTS AND OPPORTUNITIES

Affordable luxury status of sunglasses to support category growth
Co-branding and celebrity endorsement as promotion methods
Increasing eye health needs drive up sunglasses sales

CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2018-2023
Table 2 - Sales of Sunglasses: Value 2018-2023
Table 3 - Sales of Sunglasses: % Volume Growth 2018-2023
Table 4 - Sales of Sunglasses: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Sunglasses: % Value 2018-2022
Table 6 - LBN Brand Shares of Sunglasses: % Value 2019-2022
Table 7 - Distribution of Sunglasses by Format: % Value 2018-2023
Table 8 - Forecast Sales of Sunglasses: Volume 2023-2028
Table 9 - Forecast Sales of Sunglasses: Value 2023-2028
Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Sunglasses: % 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 12 - Sales of Eyewear by Category: Volume 2018-2023
Table 13 - Sales of Eyewear by Category: Value 2018-2023
Table 14 - Sales of Eyewear by Category: % Volume Growth 2018-2023
Table 15 - Sales of Eyewear by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Eyewear: % Value 2018-2022
Table 17 - LBN Brand Shares of Eyewear: % Value 2019-2022
Table 18 - Distribution of Eyewear by Format: % Value 2018-2023
Table 19 - Forecast Sales of Eyewear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Eyewear by Category: Value 2023-2028
Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028
Table 22 - 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/sunglasses-in-taiwan/report.