



**Euromonitor
International**

From Asia to the World: Winning the Myopia Market

October 2026

KEY FINDINGS

Why read this report?

Asia's playbook: Three pillars, one window – act now or follow later

INTRODUCTION

Myopia control is compounding across every region, 2024-2031

The silent epidemic becomes eyewear's growth engine

The forces driving myopia: and its management

Asia does not lead by accident: it is five years further ahead and on a steeper curve

Why now? Five pressures closing the window on category leadership

Sizing the prize: 538 million myopic children not yet in treatment – a 6% treated market

Three key pillars of proven growth strategies in myopia control from Asia

EXPERIENTIAL INTEGRATION

Asia's four experiential routes to myopia control

EXPERIENTIAL INTEGRATION: GAMIFY

Japan: Rohto Pharmaceutical "Mirumirunobiru" gamified digital-plus-live

EXPERIENTIAL INTEGRATION: SIMULATE

Hong Kong: Orbis DifficulTEA simulation converts school visits into appointments

EXPERIENTIAL INTEGRATION: STORY TELL

India: Retailer Titan Eye stargazing experiential marketing and grassroots story telling

EXPERIENTIAL INTEGRATION: ROLEPLAY

Japan: Aspiration through role-play OWNDAYS Japan x KidZania Osaka

EXPERIENTIAL INTEGRATION: SO WHAT FOR THE WEST?

So what for the West? Programmes reach the classroom, none reach the clinic

So what for the West? Access blocks the UK, conversion blocks the US

HEALTHY LONGEVITY

Beyond the prescription: Reframing myopia as a health investment

Healthy longevity of changing the conversation with parents

HEALTHY LONGEVITY: CULTURAL ANCHORING

India: Sun Pharma uses "cultural reframing" approach to the awareness-urgency gap

HEALTHY LONGEVITY: SHOW THE TRAJECTORY

Taiwan: Bestivue uses the child's long-term health as the emotional lever

HEALTHY LONGEVITY: MAKE IT TANGIBLE

Australia: 1001 Optometry turns family photos into early test through AI web app

HEALTHY LONGEVITY: SO WHAT FOR THE WEST?

So what for the West? Changing the conversation, not the channel

So what for the West? The aspiration is there but not the fear

POWER IN PARTNERSHIPS

Health is the number one consumer trend, but no brand can claim it alone

Asia's three partnership models for building the category

POWER OF PARTNERSHIPS: COMMUNITY

Japan: Community partnership drives peer-to-peer distribution at zero media cost

POWER IN PARTNERSHIPS: CONSUMER HEALTH ALLIANCE

Malaysia: Consumer health alliance unlocks market expansion beyond optical channel

POWER IN PARTNERSHIPS: BRAND AGNOSTIC COALITION

Australia: Brand-agnostic coalition “Off Screens, Outside, Optometrist” campaign

POWER IN PARTNERSHIPS: SO WHAT FOR THE WEST?

So what for the West? France has the coalition, Germany and Italy only the parts

So what for the West? The UK and US have every ingredient except a coalition

CONCLUSION

How to win: Five moves to close the adoption gap and capture share

Evolution of the Western myopia control market

Scenario planning: Three alternative futures

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/from-asia-to-the-world-winning-the-myopia-market/report.