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Eyewear in Japan

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Abstracts

Eyewear in Japan is set to maintain solid current value growth in 2024, with increases in sales expected across contact lenses, spectacles, and sunglasses. Eyewear products are no longer a simple vision correction tool, but have expanded to eye care/eye health items that protect the health of the eyes. Under this trend, products with functionality, such as sleep assist and added value claims, are increasing. Wearing sunglasses is also becoming increasingly normalised, and incorporated as a daily...

Euromonitor International's Eyewear in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Eyewear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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