

Eyewear in Singapore

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Abstracts

Demand for eyewear in Singapore is recovering well, with retail volume sales expected to surpass pre-pandemic levels in 2024 after the significant decline witnessed in 2020. Both current value and retail volume sales of spectacles recovered in early 2023 to pre-pandemic levels, while demand for contact lenses and solutions as well as sunglasses is expected to take longer to bounce back. The easing of restrictions and greater return to normality is influencing overall consumer demand and increasi...

Euromonitor International's Eyewear in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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;

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.

Contents

Scope

Consumer values and behaviour in Australia

Consumers have complex ideals, preferences and concerns

Younger generations are less concerned with external appearances

Consumers seek out new products and services that are tailored to their tastes

Younger generations want to be engaged with brands

Consumers generally have a positive outlook on life

Younger generations feel they will have less time but be better off financially

Home-based activities continue to grow in popularity, especially among younger cohorts

Access to outside space or green spaces nearby is an important home feature

Consumers prefer home-cooked food, but foodservice demand is strong

Lack of time is one of the biggest barriers to preparing and cooking food at home

Younger cohorts are less likely to spend time preparing food for themselves

Seeking food and drinks with health benefits is of high importance to all generations

Younger generations more focused on setting working hours that better suit their lifestyle

Earnings and job security remain high priorities

New focus on upskilling for better job opportunities or promotions

Consumers continue to value regular leisure shopping trips

All generations regularly socialise with friends on and offline

Although value is an important consideration, being able to relax and unwind is key

A high percentage of all generations just want to be able to relax when on vacation

Consumers maintain regular exercise habits to improve their health

Gap in some types of exercise habits narrowing among the generations

A growing number of consumers focus on activities that will enhance their wellbeing

Heightened awareness leads to greater focus on personal environmental impact

Consumers actively working towards greener and more sustainable practices

Consumers motivated to use energy-efficient products as energy costs impact spending

Consumers continue to lean towards brands that share their ethos

Price-conscious consumers like to find bargains but are still focused on quality

All generations like to hunt for bargains, but still enjoy shopping locally and visiting malls

Consumers turning to cheaper alternatives, but many still enjoy niche and branded products

Consumers of all ages continue to embrace the circular economy

Streaming services remain high as consumers don't want to miss their favourite shows

Consumers intend to increase spending on products that improve their health and wellbeing

Younger cohorts less cautious about curbing their spending over the next 12 months

High percentage of consumers are concerned about managing their budgets

Younger cohorts less likely to be able to save and rely on financial support or borrowings

All generations have low expectations of increasing their overall spending

Privacy and managing data sharing are key concerns for consumers

Younger consumers more likely to share their data to receive offers

Frequency of online interactions grows as digital experiences improve

Online banking, messaging and use of streaming service crosses all generations

All generations are accessing goods and services online more regularly

Consumers want to interact with brands and companies online

Younger consumers still more likely to buy something via a social media platform

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