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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.

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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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