

Asia Pacific Eyewear Market By Product Type (Sunglasses Spectacles, Contact Lenses, Sport Eyewear, Others), By End User (Men, Women), By Sales Channel (Specialty Stores, Supermarkets/Hypermarkets, Multi-Brand Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Asia Pacific Eyewear Market was valued at USD 45.24 billion in 2024 and is projected to reach USD 79.04 billion by 2030, growing at a CAGR of 9.81% during the forecast period. This growth is primarily driven by increasing awareness of eye health, the surge in screen time, and an aging population. Urbanization and rising disposable incomes have led to higher demand for corrective and non-corrective eyewear, including prescription glasses, contact lenses, and fashionable sunglasses. The market is also benefiting from social media influence and celebrity endorsements, which are boosting the appeal of branded and designer eyewear, particularly among youth. Additionally, advancements in technology—such as blue light-blocking lenses and smart glasses—are contributing to evolving consumer preferences. The expansion of e-commerce platforms is further accelerating market reach and consumer accessibility across the region.

Key Market Drivers

Increasing Screen Time and Digital Eye Strain

A key driver of the Asia Pacific eyewear market is the rising prevalence of digital eye strain due to increased use of electronic devices. With widespread adoption of smartphones, computers, and tablets across age groups, daily screen exposure has grown significantly. The rise of online learning, remote work, and streaming entertainment has intensified this trend, leading to symptoms such as dry eyes, blurred vision, and fatigue. This has driven demand for protective eyewear, particularly blue light-blocking lenses and anti-reflective coatings. Urban populations, in particular, are turning to these solutions to alleviate screen-related discomfort. In response, eyewear manufacturers are innovating with digitally optimized lenses, tailored to meet the needs of tech-savvy consumers and modern digital lifestyles.

Key Market Challenges

Price Sensitivity and the Prevalence of Unorganized Retail

A major challenge in the Asia Pacific eyewear market is consumer price sensitivity, particularly in developing nations like India, Vietnam, Indonesia, and the Philippines. While demand is rising, many consumers still opt for lower-priced, non-branded alternatives from unorganized retail outlets. These outlets, often street vendors or local optical shops, offer affordable eyewear that may not adhere to quality or prescription standards. This limits market share for organized and premium brands and poses difficulties in building brand loyalty. Furthermore, the presence of counterfeit products undermines consumer trust and affects the sales of legitimate players. These dynamics present ongoing challenges in penetrating price-sensitive markets while maintaining brand value and quality standards.

Key Market Trends

Rise in Fashion-Driven Eyewear Consumption

An emerging trend in the Asia Pacific eyewear market is the shift toward fashion-led eyewear purchases. Increasingly, eyewear—especially spectacles and sunglasses—is being embraced as a fashion accessory rather than merely a vision aid. This trend is pronounced among younger consumers and professionals in urban centers who view stylish frames as expressions of personal identity. Social media trends, celebrity influence, and the popularity of K-pop culture in countries like Japan and South Korea are elevating fashion-conscious eyewear consumption. To tap into this demand, brands are launching seasonal collections, diverse color palettes, and collaborative lines with influencers. This fashion orientation is prompting many

consumers typically own multiple pairs of eyewear for different occasions, thereby boosting overall sales volumes.

Key Market Players

Essilor Amera Pte Ltd

HOYA Corporation

Zoff Inc.

Seiko Optical Products Co., Ltd.

PRADA S.P.A.

Lenskart Solutions Private Limited

Bolon AB

Safilo Group S.P.A.

Huawei Device Co., Ltd.

Owndays Co., Ltd

Report Scope:

In this report, the Asia Pacific Eyewear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

· Asia Pacific Eyewear Market, By Product Type:

Sunglasses

Spectacles

Contact Lenses

Sport Eyewear

Others

· Asia Pacific Eyewear Market, By End User:

Men

Women

· Asia Pacific Eyewear Market, By Sales Channel:

Specialty Stores

Supermarkets/Hypermarkets

Multi-Brand Stores

Online

Others

· Asia Pacific Eyewear Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific Eyewear Market.

Available Customizations:

Asia Pacific Eyewear Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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