

# **Vietnam Eye Care Market, By Product Type (Eyeglasses, Contact Lens, Intraocular Lens, Eye Drops, Eye Vitamins, Others), By Coating (Anti-Glare, UV, Others), By Lens Material (Normal Glass, Polycarbonate, Trivex, Others), By Distribution Channel (Retail Stores, E-Commerce, Clinics, Hospitals), By Region, Competition Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

Vietnam Eye Care Market has valued at USD 38.60 million in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 5.25% through 2029. The eye care market in Vietnam has undergone substantial growth and transformation in recent years, propelled by several pivotal factors including heightened awareness regarding eye health, escalating disposable incomes, shifting lifestyle patterns, and an aging populace. This surge in growth is primarily attributed to the increased consciousness surrounding ocular wellness, augmented purchasing power, demographic shifts, and enhancements in healthcare infrastructure. Nevertheless, there exist challenges that necessitate attention to foster enduring expansion and equitable provision of eye care services across all demographic segments.

### **Key Market Drivers**

Increasing awareness and education

Increasing awareness and education regarding eye health play a pivotal role in driving the growth of the Vietnam Eye Care Market by stimulating demand for eye care services

and products and fostering a proactive approach to ocular wellness among the populace. Heightened awareness campaigns conducted by government bodies, healthcare organizations, and eye care professionals serve to inform the public about the importance of regular eye examinations and preventive measures. As individuals become more knowledgeable about the significance of maintaining good eye health, they are more likely to seek out professional eye care services, driving demand within the market. Education initiatives focus not only on addressing existing eye health issues but also on promoting preventive measures. By educating the public about risk factors for various eye conditions and the importance of early detection, awareness campaigns encourage individuals to adopt proactive behaviors such as scheduling regular eye check-ups and practicing eye-healthy habits. This proactive approach to eye care contributes to a sustained demand for preventive services and products. Increased awareness efforts also aim to dispel myths and misconceptions surrounding eye health and vision correction. By providing accurate information about common eye conditions, treatment options, and available resources, these initiatives help to correct false beliefs and perceptions, leading to a more informed consumer base. This, in turn, drives market growth by fostering confidence in seeking professional eye care services and investing in appropriate eye care solutions.

Awareness campaigns are often tailored to target specific demographic groups that may be at higher risk of certain eye conditions or have unique eye care needs. For example, campaigns may focus on educating parents about pediatric eye health or raising awareness among aging populations about age-related eye diseases. By addressing the specific concerns and challenges faced by different demographic segments, these initiatives effectively engage target audiences and drive demand for relevant eye care services and products. Many businesses and healthcare organizations engage in corporate social responsibility initiatives focused on eye health awareness and education. By supporting community-based programs, sponsoring educational events, or providing resources for eye care outreach efforts, these entities not only contribute to the well-being of the community but also enhance their brand reputation and visibility. This dual benefit fosters positive associations with eye care providers and stimulates market growth by furthering awareness and education efforts. Increasing awareness and education regarding eye health serve as powerful drivers of growth in the Vietnam Eye Care Market by stimulating demand, fostering a proactive approach to ocular wellness, correcting perceptions, targeting specific demographics, and promoting corporate social responsibility initiatives. By empowering individuals with knowledge and resources to prioritize their eye health, these efforts contribute to a thriving and sustainable market ecosystem.

## Rising Disposable Incomes

Rising disposable incomes in Vietnam have a profound impact on driving the growth of the Eye Care Market by expanding the consumer base and increasing affordability for eye care services and products. As disposable incomes rise, individuals and households have more financial resources available to allocate towards healthcare expenses, including eye care. This increased affordability enables more people to access professional eye care services such as comprehensive eye examinations, diagnostic tests, and specialized treatments. Additionally, it facilitates the purchase of eyeglasses, contact lenses, and other vision correction aids, as well as elective procedures like laser eye surgery. Consequently, the demand for a wide range of eye care products and services experiences a notable uptick, driving market growth. With higher disposable incomes, consumers may exhibit a preference for premium or advanced eye care solutions that offer superior quality, comfort, and convenience. This includes opting for branded eyewear, designer frames, specialty contact lenses, or advanced vision correction procedures that may have been previously considered unaffordable. Consequently, eye care providers and retailers may capitalize on this trend by expanding their offerings to cater to the preferences of affluent consumers, thereby driving sales and revenue growth within the market. Rising disposable incomes often coincide with the expansion of the middle-class segment in Vietnam. This demographic group, characterized by increased purchasing power and aspirational lifestyles, represents a significant market opportunity for eye care providers and retailers. Middle-class consumers are more likely to prioritize health and wellness expenditures, including regular eye check-ups and preventive care measures, as part of their lifestyle choices. Consequently, the growing middle-class segment contributes to the overall expansion of the Eye Care Market by driving demand for both basic and specialized eye care services and products.

The emergence of a more affluent consumer base with higher disposable incomes prompts market players to diversify their offerings and cater to varying preferences and price points. This may involve introducing premium eye care services such as concierge eye care clinics, luxury eyewear boutiques, or personalized vision correction solutions tailored to individual needs and preferences. By leveraging market segmentation strategies, providers can capture a larger share of the affluent consumer market and drive overall market growth through innovation and differentiation. The availability of disposable income among consumers also facilitates investments in eye care infrastructure, including the establishment of state-of-the-art eye care facilities, adoption of advanced medical technologies, and recruitment of skilled professionals. These investments enhance the overall quality and accessibility of eye

care services, attracting a broader spectrum of consumers, including those with higher disposable incomes who may be willing to pay a premium for superior care and amenities. Rising disposable incomes in Vietnam drive the growth of the Eye Care Market by increasing affordability, stimulating demand for premium products and services, expanding the middle-class segment, fostering market segmentation and diversification, and facilitating investments in eye care infrastructure. As consumers allocate a greater portion of their disposable incomes towards eye health and wellness, market players can capitalize on these opportunities to drive sustained growth and meet the evolving needs of a more affluent consumer base.

### Changing Lifestyles and Urbanization

Changing lifestyles and urbanization in Vietnam significantly influence the growth of the Eye Care Market by introducing new challenges and opportunities for eye health management and vision correction. Urbanization and changing lifestyles have led to a proliferation of digital devices such as smartphones, tablets, and computers in Vietnam. As more people, especially urban dwellers, spend extended periods of time using these devices for work, education, and entertainment, there is a corresponding rise in digital eye strain and related ocular health issues. This trend drives demand for products and services aimed at mitigating digital eye strain, such as blue light-blocking glasses, ergonomic workstation setups, and specialized eye exercises or therapies. Eye care providers capitalize on this demand by offering tailored solutions and educational resources to address the unique visual challenges posed by digital device usage.

Urbanization is often associated with lifestyle changes that contribute to the increased prevalence of myopia (nearsightedness) among urban populations, particularly children and young adults. Factors such as reduced outdoor activities, prolonged near work activities, and environmental factors associated with urban living may exacerbate myopia progression. Consequently, there is a growing demand for myopia management strategies and interventions aimed at slowing down or preventing the progression of myopia. Eye care providers offer specialized services such as myopia control programs, orthokeratology (ortho-k) lenses, and pharmaceutical interventions to address this growing need. Urbanization is accompanied by the adoption of Westernized lifestyles characterized by changes in dietary habits, sedentary lifestyles, and increased exposure to environmental pollutants. These lifestyle factors can contribute to the development or exacerbation of eye conditions such as dry eye syndrome, age-related macular degeneration, and diabetic retinopathy. As urban populations become more health-conscious and proactive about managing lifestyle-related health risks, there is a corresponding increase in demand for eye care services

focused on the prevention, diagnosis, and treatment of these conditions. Eye care providers may offer comprehensive eye health assessments, nutritional counseling, and specialized treatments that address lifestyle-related eye health concerns.

Urbanization often coincides with heightened fashion consciousness and the adoption of cosmetic eyewear trends among urban populations. As eyewear becomes increasingly viewed as a fashion accessory or style statement, there is a growing demand for trendy, designer eyewear options that complement urban lifestyles and personal aesthetics. Eye care retailers and fashion brands capitalize on this trend by offering a diverse range of stylish frames, customized lens options, and personalized styling consultations that cater to the preferences of fashion-forward consumers. This trend drives market growth by expanding the market for premium and luxury eyewear products targeted at urban consumers. Changing lifestyles and urbanization in Vietnam drive the growth of the Eye Care Market by fueling demand for products and services addressing digital eye strain, myopia management, lifestyle-related eye health concerns, and cosmetic eyewear trends. Eye care providers and retailers leverage these trends to offer specialized solutions tailored to the needs and preferences of urban populations, thereby driving market expansion and innovation in the eye care industry.

## Key Market Challenges

### Limited Access to Eye Care Services in Rural Areas

The significant challenge facing the Vietnam Eye Care Market is the limited access to eye care services in rural and remote areas. Despite efforts to improve healthcare infrastructure, including the establishment of clinics and mobile eye care units, many rural communities still lack access to basic eye care facilities and trained eye care professionals. The shortage of ophthalmologists and optometrists in rural areas exacerbates this issue, resulting in long wait times for appointments and limited availability of diagnostic and treatment services. As a result, individuals living in rural areas may not receive timely eye care interventions, leading to undiagnosed or untreated eye conditions and compromising their overall eye health.

### Affordability and Financial Barriers

Affordability remains a significant barrier to accessing eye care services and products for many segments of the population in Vietnam. Despite rising disposable incomes, a considerable portion of the population, particularly low-income individuals

and families, may still struggle to afford the cost of eye examinations, prescription eyewear, and vision correction procedures. The out-of-pocket expenses associated with eye care can pose a financial burden for households already facing economic challenges, leading to delayed or foregone treatment and exacerbating vision problems over time. Additionally, the lack of comprehensive health insurance coverage for eye care services further limits access for economically disadvantaged individuals, perpetuating disparities in eye health outcomes.

### Quality and Safety Concerns

The challenge confronting the Vietnam Eye Care Market relates to quality and safety concerns regarding eye care products and services. While there has been significant progress in regulating the eye care industry, including standards for eyewear manufacturing and licensing requirements for eye care professionals, enforcement mechanisms may still be inadequate in some instances. As a result, consumers may encounter counterfeit or substandard eyewear products, including lenses with incorrect prescriptions or poor optical quality, posing risks to their vision and ocular health. Moreover, unlicensed practitioners may operate unlawfully, offering low-cost but unregulated eye care services that may not meet established standards of care. These quality and safety concerns undermine consumer trust in the eye care industry and hinder market growth by creating barriers to entry for legitimate providers and eroding confidence in seeking professional eye care services.

### Key Market Trends

#### Technological Advancements in Teleophthalmology and Digital Health Solutions

The significant trend shaping the future of the Vietnam Eye Care Market is the rapid advancement of teleophthalmology and digital health solutions. Teleophthalmology leverages telecommunications technology to remotely diagnose, monitor, and manage various eye conditions, allowing for greater access to eye care services, particularly in underserved rural areas. Digital health solutions, including smartphone apps, wearable devices, and online platforms, enable individuals to track their eye health metrics, receive personalized recommendations, and access educational resources from the convenience of their homes. These technological advancements not only enhance the efficiency and effectiveness of eye care delivery but also expand the reach of eye care providers, driving market growth by increasing accessibility and convenience for consumers.

## Rise of Myopia Management and Preventive Eye Care

Major trend driving the future growth of the Vietnam Eye Care Market is the increasing focus on myopia management and preventive eye care strategies. With the rising prevalence of myopia, particularly among urban populations and young children, there is growing recognition of the importance of early intervention and proactive measures to slow down or prevent myopia progression. Eye care providers are increasingly offering specialized myopia control programs, including orthokeratology (ortho-k) lenses, multifocal contact lenses, and pharmaceutical interventions, aimed at reducing the severity of myopia and minimizing associated complications. Additionally, there is a growing emphasis on preventive eye care practices such as regular eye examinations, lifestyle modifications, and environmental interventions to protect against the development of myopia and other vision disorders. This trend not only addresses the emerging public health concern of myopia but also presents lucrative opportunities for market expansion through the introduction of innovative myopia management solutions and educational initiatives.

## Integration of Artificial Intelligence (AI) and Machine Learning in Eye Care

The integration of artificial intelligence (AI) and machine learning technologies into the field of eye care represents a transformative trend with significant implications for market growth. AI-powered diagnostic tools and image analysis algorithms can analyze retinal images, optical coherence tomography (OCT) scans, and other diagnostic data with unprecedented speed and accuracy, aiding in the early detection and diagnosis of various eye diseases and conditions. Machine learning algorithms can also enhance predictive modeling and personalized treatment planning, enabling more targeted and effective interventions for individual patients. Furthermore, AI-driven telemedicine platforms can streamline triage, facilitate remote consultations, and improve care coordination, thereby enhancing the overall efficiency and scalability of eye care delivery. As AI technologies continue to mature and gain acceptance within the healthcare industry, they are poised to revolutionize the practice of ophthalmology and drive market growth by enabling more precise, accessible, and cost-effective eye care solutions.

## Segmental Insights

### Product Type Insights

Based on the Product Type, the Eyeglasses segment emerged as the dominant

segment in the Vietnam market for eye care in 2023. Eyeglasses have long been favored as a primary method of vision correction among Vietnamese consumers due to their non-invasive nature and straightforward application in addressing common refractive errors like myopia, hyperopia, and astigmatism. This simplicity and convenience appeal to a broad demographic, encompassing children, adults, and seniors alike.

Also, eyeglasses offer a diverse array of style options, with a wide selection of frame designs, colors, and materials available to cater to individual preferences and align with prevailing fashion trends. This versatility allows consumers to express their personal style and identity through their eyewear choices, further enhancing their appeal in the market. Accessibility and affordability are key drivers behind the dominance of the eyeglasses segment. They are readily accessible through various distribution channels including optical stores, eyewear retailers, department stores, and online platforms, ensuring availability across urban and rural areas alike. From a cost perspective, eyeglasses typically offer a more budget-friendly solution compared to alternatives such as contact lenses or surgical procedures. This affordability makes them particularly attractive to individuals with limited financial means or those seeking cost-effective vision correction options. Additionally, government-sponsored vision care programs and charitable initiatives further bolster accessibility and affordability, particularly for underserved populations. These factors collectively contribute to the growth of this segment.

## Regional Insights

South Vietnam emerged as the dominant region in the Vietnam Eye Care market in 2023, holding the largest market share in terms of value. South Vietnam Region boasts a notably advanced healthcare infrastructure relative to other regions. Dotted with a dense cluster of hospitals, clinics, and specialized eye care centers, prominent cities like Ho Chi Minh City host renowned medical institutions outfitted with cutting-edge diagnostic technology and specialized ophthalmic services. This abundance of top-tier healthcare facilities not only caters to the needs of local residents but also draws patients from surrounding regions seeking comprehensive eye care treatments and procedures. The South Vietnam Region is distinguished by its concentration of highly skilled eye care professionals, comprising proficient ophthalmologists, optometrists, and opticians. The region's leading medical schools and training institutes contribute significantly to the cultivation of a substantial portion of the country's eye care workforce. This pool of expertise ensures the availability of specialized eye care services and fosters a culture of continuous innovation and advancement in eye care



practices within the region. Also, the South Vietnam Region's status as an economic powerhouse, coupled with its superior healthcare infrastructure and abundant talent pool of eye care professionals, positions it as a dominant force in driving the growth and development of the Vietnam Eye Care Market.

### Key Market Players

COOPERVISION, INC

Seed Vietnam Contact Lens Company Limited

Acuvue Vietnam (Johnson & Johnson Vision Care, Inc.)

Bausch + Lomb

Nice Eyes Service Trading Co., Ltd

HOYA LENS VIETNAM

Essilor Vietnam

### Report Scope:

In this report, the Vietnam Eye Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Eye Care Market, By Product Type:

Eyeglasses

Contact Lens

Intraocular Lens

Eye Drops

Eye Vitamins

Others

Vietnam Eye Care Market, By Coating:

Anti-Glare

UV

Others

Vietnam Eye Care Market, By Lens Material:

Normal Glass

Polycarbonate

Trivex

Others

Vietnam Eye Care Market, By Distribution Channel:

Retail Stores

E-Commerce

Clinics

Hospitals

Vietnam Eye Care Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam eye care Market.

## Available Customizations:

Vietnam eye care market report with the given market data, Tech Sci 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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