



Spectacles in Indonesia

May 2024

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Spectacles in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Big potential in corporate eyewear market in Indonesia

Trend towards smart glasses emerging in Indonesia as tech enthusiasts and influencers show considerable interest in these products

Optik Seis becomes the first optical goods store to carry Ray-Ban Meta smart glasses in Indonesia

PROSPECTS AND OPPORTUNITIES

Healthy growth in the forecast period set to be fuelled by both the personal and corporate segments

SATURDAYS continues to serve the local market through outlet expansion and product development

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