



Sunglasses in Taiwan

June 2024

Table of Contents

Sunglasses in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fashion and functionality drive strong performance in sunglasses
Prescription sunglasses are gaining popularity
Store-based channels dominate sunglasses sales due to needs for in-store fitting

PROSPECTS AND OPPORTUNITIES

Sunglasses to grow in line with consumers' functional needs
Affordable and stylish brands capture consumers' attention
Offline channels bolster position with branded flagship stores emerging

CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2019-2024
Table 2 - Sales of Sunglasses: Value 2019-2024
Table 3 - Sales of Sunglasses: % Volume Growth 2019-2024
Table 4 - Sales of Sunglasses: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Sunglasses: % Value 2019-2023
Table 6 - LBN Brand Shares of Sunglasses: % Value 2020-2023
Table 7 - Distribution of Sunglasses by Format: % Value 2019-2024
Table 8 - Forecast Sales of Sunglasses: Volume 2024-2029
Table 9 - Forecast Sales of Sunglasses: Value 2024-2029
Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Sunglasses: % Value Growth 2024-2029

Eyewear in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for eyewear?

MARKET DATA

Table 12 - Sales of Eyewear by Category: Volume 2019-2024
Table 13 - Sales of Eyewear by Category: Value 2019-2024
Table 14 - Sales of Eyewear by Category: % Volume Growth 2019-2024
Table 15 - Sales of Eyewear by Category: % Value Growth 2019-2024
Table 16 - NBO Company Shares of Eyewear: % Value 2019-2023
Table 17 - LBN Brand Shares of Eyewear: % Value 2020-2023
Table 18 - Distribution of Eyewear by Format: % Value 2019-2024
Table 19 - Forecast Sales of Eyewear by Category: Volume 2024-2029
Table 20 - Forecast Sales of Eyewear by Category: Value 2024-2029
Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029
Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sunglasses-in-taiwan/report.