Southeast Asia Contact Lens Market to Reach $4.2 Billion by 2028, OEM Manufacturers Identify Underserved Categories

BAIYIN, GUANGDONG, CHINA, September 18, 2026 / EINPresswire.com/ -- The Southeast Asian contact lens market is projected to reach USD 4.2 billion by 2028, growing at a compound annual growth rate of 9.3% from 2024, according to new analysis from Frost & Sullivan shared with OEM manufacturers serving the region. The research highlights significant white-space opportunities in daily disposables, toric lenses for astigmatism, and multifocal designs — categories where local penetration remains below 15% despite rising consumer demand.

"The data confirms what our distribution partners across Indonesia, Vietnam, Thailand, and the Philippines have been telling us: the market is ready for premium daily disposables and specialty lenses, but supply has not caught up," said a spokesperson for Constar Factory, a China-based OEM contact lens manufacturer with ISO 13485, FDA registration, and CE certification. "Brands that move now to fill these gaps can establish category leadership before the next wave of consolidation."

Frost & Sullivan's 2026 "Asia-Pacific Vision Care Outlook" reports that Southeast Asia's 670 million consumers represent one of the world's youngest demographic profiles, with a median age of 29.5 years. Myopia prevalence among urban youth ages 15–25 exceeds 65% in Singapore, 50% in Malaysia, and 40% in Thailand and Vietnam. Yet daily disposable penetration — the global standard for eye health — sits at just 12% regionally, compared to 45% in Japan and 38% in Western Europe.

The analysis identifies five high-growth white spaces for 2025–2028:

1. Daily Disposable Spherical Lenses
Current penetration: 12%. Projected to reach 28% by 2028. Price sensitivity remains the primary barrier; OEMs offering 30-pack formats at USD 18–22 wholesale are seeing fastest adoption.

2. Toric Lenses for Astigmatism
An estimated 30–40% of myopes have ≥0.75D astigmatism. Toric SKU availability in local retail averages 3–5 per brand versus 15+ in mature markets. Custom parameter ranges (cylinder up to -2.25D, axis 10°–180°) are underserved.

3. Multifocal / Presbyopia Solutions
Population aged 40+ grows 3.2% annually. Multifocal contact lenses represent <2% of prescriptions. Center-near and center-distance designs with add powers +1.00 to +2.50D show strong trial conversion in pilot programs.

4. Cosmetic Color Lenses with Medical Compliance
Fashion-driven demand drives 25% of units sold, but unregulated imports dominate. Brands offering FDA/CE-cleared color lenses with UV blocking and high oxygen transmissibility (Dk/t ≥ 100) capture 2–3x price premiums.

5. Blue-Light Filtering Daily Disposables
Digital screen time averages 8.2 hours/day across SEA urban centers. Lenses filtering 30–35% of 400–450nm blue light with UV400 protection are the fastest-growing new SKU category in 2025 e-commerce data.

"Regulatory harmonization under the ASEAN Medical Device Directive (AMDD) has reduced approval timelines from 18–24 months to 6–9 months for manufacturers with existing ISO 13485 and reference country approvals," the spokesperson noted. "This changes the economics of market entry significantly."

Constar Factory operates a 28,000-square-meter facility in Shenzhen with Class 100,000 cleanrooms, fully automated molding and packaging lines, and in-house R&D for material formulation and optical design. The company holds 45+ patents and supplies private-label lenses to brands in 22 countries. Its Southeast Asia regulatory dossier package covers Indonesia BPOM, Thailand FDA, Vietnam MOH, Philippines FDA, Malaysia MDA, and Singapore HSA requirements.

For brands evaluating OEM partnerships, Constar Factory provides a downloadable "Southeast Asia Market Entry Guide" including category sizing, regulatory pathways, and cost modeling

Technical specifications for daily disposable, toric, multifocal, and cosmetic platforms are available.

Custom formulation and private-label development inquiries can be directed.

General contact and factory audit scheduling at https://www.constarfactory.com/contact/

About Constar Factory
Constar Factory is a China-based OEM contact lens manufacturer specializing in soft hydrogel and silicone hydrogel lenses. With ISO 13485:2016 certification, US FDA establishment registration, CE marking under MDR 2017/745, and 45+ patents, the company provides end-to-end private-label solutions — from material R&D and optical design to regulatory dossier preparation and sterile manufacturing. Annual capacity exceeds 200 million pairs. Constar Factory serves brand owners, distributors, and retail chains across Asia, Europe, the Middle East, and the Americas.

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