

Constar Identifies Southeast Asia as the Fastest-Growing Market for Colored Contact Lenses



Baiyin, Gansu Jul 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - China-based dual-certified manufacturer reports surging OEM demand from beauty brands and distributors across Thailand, Indonesia, Malaysia and Vietnam.

Southeast Asia has emerged as the fastest-growing regional market for colored contact lenses, driven

by social media beauty trends, rising disposable incomes and expanding e-commerce infrastructure across Thailand, Indonesia, Malaysia and Vietnam.

[Gansu Constar Technology Group](#), one of China's largest contact lens manufacturers, reports that orders from Southeast Asian distributors and beauty brands have increased significantly over the past 18 months, making the region a priority growth market for its OEM and ODM services.

"Southeast Asia is where the next wave of colored lens brands will come from," said **Michael Zhang**, Director of Business Development at Constar. "The combination of a young, beauty-conscious population, fast-growing social media influence and increasing regulatory maturity creates conditions that favor established, certified manufacturers."

Social Media and E-Commerce Drive Unprecedented Demand

Across Southeast Asia, TikTok and Instagram beauty content featuring colored contact lenses generates millions of monthly views. Influencer-driven product discovery has compressed the traditional retail cycle, with consumers moving from awareness to purchase in days rather than months. The region's booming e-commerce platforms — including Shopee, Lazada and TikTok Shop — have lowered barriers for new brands to reach consumers directly.

Indonesia, the region's largest market by population, represents a particularly strong growth opportunity. The country's young demographic — with a median age of 30 — and its rapidly expanding middle class are driving demand for affordable beauty products, including cosmetic contact lenses. Thailand and Malaysia follow closely, with established beauty retail channels and high social media engagement rates.

Regulatory Complexity Favors Certified Manufacturers

As Southeast Asian governments tighten medical device regulations, certification requirements for contact lens imports are becoming more stringent. Indonesia requires AKL approval through its national food and drug agency. Thailand enforces product registration through the Thai FDA. Vietnam operates a tiered classification system that assigns contact lenses to Class B, requiring specific documentation packages.

For distributors and brand owners, these evolving regulations create both risk and opportunity. Brands sourcing from uncertified manufacturers face shipment seizures, customs delays and marketplace listing rejections. Conversely, brands partnering with manufacturers holding recognized international certifications gain a competitive advantage in compliance and market access.

"We have seen distributors lose entire shipments because their supplier's documentation did not meet local requirements," Zhang said. "Full regulatory compliance is not optional in this market — it is the price of entry."

Constar's Certification Portfolio Opens Regional Doors

[Constar holds FDA, CE 0197 and ISO 13485 certifications](#) — the only contact lens manufacturer in China to hold all three simultaneously. The company's certification portfolio also includes [regional approvals covering AKL for Indonesia, TGA for Australia and SFDA for Saudi Arabia](#), providing partners with a single-source solution for multi-market compliance.

The company operates six production facilities across Gansu and Hunan provinces with a combined capacity of more than 15 million lenses per month. Its catalog includes more than 4,000 lens designs spanning natural enhancement, sparkle gradient, seasonal fashion and specialty cosplay patterns — all available for private-label branding.

"A distributor in Jakarta and a brand owner in Bangkok face very different regulatory environments," Zhang said. "Our certification portfolio means they can source from one factory and sell across multiple Southeast Asian markets without sourcing from multiple suppliers."

What Southeast Asian Buyers Are Looking For

According to Constar, Southeast Asian buyers prioritize three factors when selecting a manufacturing partner: **compliance documentation** that meets local import requirements, **fast sampling timelines** that allow brands to test designs before committing to full production and **flexible minimum order quantities** that accommodate both emerging and established brands.

Constar's OEM process delivers physical samples in approximately 10 days, with full production completed in 30 to 45 days — timelines that the company says are among the fastest in the industry. Minimum order quantities start at 1,000 pairs for standard color lenses, with lower thresholds available for cosplay and specialty designs.

For Southeast Asian distributors and beauty brands exploring private-label colored contact lens opportunities, [Constar offers complimentary product samples and sourcing consultations](#) to qualified inquiries.

About Gansu Constar Technology Group

Gansu Constar Technology Group Co., Ltd. is a China-based contact lens manufacturer specializing in OEM and ODM services for global brands and distributors. Founded more than 40 years ago and headquartered in Baiyin, Gansu Province, the company operates six production facilities with a combined capacity of 15 million lenses per month. Constar holds FDA, CE 0197 and ISO 13485 certifications and serves partners in more than 50 countries. For more information, visit www.constarfactory.com.

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