



Euromonitor
International

Spectacles in Italy

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Growth in Retail Value, Driven by Technological Innovation and Economic Conditions

Spectacle Lenses Dominates Volumes and Values and Drives Growth

Smart and Sustainable Eyewear Drives Premiumisation

Chart 1 - Launch of Essilor Stellest 2.0 in 2026 to Control Myopia in Children

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Ageing Population and Digital Lifestyles Expected to Fuel Steady Growth and Premium Demand

Spectacle Lenses Will Remain the Largest, but Frames to See the Fastest Volume Growth

Manufacturers Will Leverage It and Innovation to Enhance Premiumisation and Consumer Engagement

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Strengthen Positions through Innovation and Integration

Strategic Acquisitions Enhance Manufacturing Capabilities and Market Reach

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Optical Goods Stores Dominates through Expertise and Personalised Service

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Spectacles

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Spectacles

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Driven by Innovation and Demographic Stability

Spectacles Dominates Value Sales, While Contact Lenses Drives Volume Sales through Innovation

Ray-Ban Meta Gen 2 Drives Smart Eyewear Adoption among Young Consumers

Chart 17 - Launch of Rayban Meta Gen 2 Revolutionary

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Contact Lenses and Spectacles to Drive Steady Value Growth through Innovation and Rising Volumes

Younger Consumers and Sustainability to Drive Innovation in Smart and Eco-Friendly Eyewear

Retailers Will Adapt to Tech and Sustainability Trends to Enhance Customer Engagement and Loyalty

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Innovation and Integration

Vsp Vision Acquisition and Smart Eyewear Launches Reshape Competition and Growth

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Optical Goods Stores Leads While Retail E-Commerce Steadily Gains Ground

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Eyewear

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Eyewear

Chart 30 - Population 2021-2031

Chart 31 - Consumer Expenditure 2021-2031

Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/spectacles-in-italy/report.