



Euromonitor
International

Sunglasses in India

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sunglasses growth is fuelled by style aspirations, UV protection awareness and multi-pair ownership
Luxottica maintains lead while Lenskart’s IPO and Titan’s fashion-first pivot signals an intensifying competitive landscape
Offline retail dominates India’s sunglasses market while omnichannel strategies gain momentum

PROSPECTS AND OPPORTUNITIES

Rising disposable incomes and consumer aspirations to drive sustained growth in premium and luxury sunglasses
Smart sunglasses and tech partnerships set to transform India’s eyewear market
Sustainability in sunglasses is expected to emerge as a premiumisation driver in India

CATEGORY DATA

- Table 1 - Sales of Sunglasses: Volume 2020-2025
- Table 2 - Sales of Sunglasses: Value 2020-2025
- Table 3 - Sales of Sunglasses: % Volume Growth 2020-2025
- Table 4 - Sales of Sunglasses: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Sunglasses: % Value 2020-2024
- Table 6 - LBN Brand Shares of Sunglasses: % Value 2021-2024
- Table 7 - Distribution of Sunglasses by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Sunglasses: Volume 2025-2030
- Table 9 - Forecast Sales of Sunglasses: Value 2025-2030
- Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

Eyewear in India - Industry Overview

EXECUTIVE SUMMARY

- Eyewear in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for eyewear?

MARKET DATA

- Table 12 - Sales of Eyewear by Category: Volume 2020-2025
- Table 13 - Sales of Eyewear by Category: Value 2020-2025
- Table 14 - Sales of Eyewear by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Eyewear by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Eyewear: % Value 2020-2024
- Table 17 - LBN Brand Shares of Eyewear: % Value 2021-2024
- Table 18 - Distribution of Eyewear by Format: % Value 2020-2025
- Table 19 - Forecast Sales of Eyewear by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Eyewear by Category: Value 2025-2030
- Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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