



Euromonitor
International

Sunglasses in the Netherlands

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Fashion Appeal and Rising Consumer Expenditure

Licensed Sports Brands Leverage Consumer Lifestyle Trends to Boost Visibility and Sales

Chart 1 - Licensed Brand Looks to Leverage Local Interest in Sports

Sustainability and Influencer Marketing Drive Consumer Engagement and Premium Positioning

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

WHAT'S NEXT?

Population Growth and Lifestyle Shifts to Drive Steady Sales Expansion

Licensed and Sports-Oriented Products to Attract Diverse Consumers

E-Commerce Growth and Innovation

Chart 4 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Luxottica Expands Leadership through Strategic Brand Focus and Market Scale

Etnia Barcelona Gains Foothold by Blending Sustainability with Targeted Marketing

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Price-Conscious Consumers Drive Growth of Apparel Retailers

E-Commerce Accelerates as Consumers Seek Discounts and Convenience Online

Chart 7 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 8 - Economic Context for Sunglasses

Chart 9 - Real Gdp Growth 2021-2031

Chart 10 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 11 - Consumer Context for Sunglasses

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in the Netherlands - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Resilience, Health, and Fashion Trends

Chart 15 - Versatile Lenses Encourage Consumers to Experiment

Innovation and Eye Health Fuel Growth across Dutch Eyewear
Retailers and Brands Leverage Awareness Campaigns to Boost Demand
Chart 16 - Value Sales 2021-2031
Chart 17 - Volume Sales 2021-2031
Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Immigration and Ageing Population to Fuel Sustained Demand Growth
Contact Lenses Set to Gain Ground Amid Changing Consumer Habits
Health Campaigns and Digital Lifestyles to Reshape Consumer Behaviour and Retail Strategies
Chart 19 - Forecast Value Sales 2021-2031
Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Multinationals Consolidate Positions through Innovation and Licensing
Niche Brands Leverage Sustainability and Fashion Trends to Capture Emerging Demand
Chart 21 - Company Shares 2025
Chart 22 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead with Trusted Expertise
Retail E-Commerce Reshapes Competition with Convenience and Digital Innovation
Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Eyewear
Chart 25 - Real Gdp Growth 2021-2031
Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Eyewear
Chart 28 - Population 2021-2031
Chart 29 - Consumer Expenditure 2021-2031
Chart 30 - 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/sunglasses-in-the-netherlands/report.