



Euromonitor
International

Sunglasses in Romania

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Steady Growth, Driven by Brand Prestige and Consumer Purchasing Power Constraints
Optiblu Leverages Private Label Growth to Boost Affordability and Style Appeal
Chart 1 - Value Sales 2021-2031
Chart 2 - Volume Sales 2021-2031

WHAT'S NEXT?

Rising Demand for Premium and Tech-Enhanced Sunglasses to Drive Robust Growth
Tech Innovation and Digital Retail to Reshape Consumer Experience and Business Strategies
Chart 3 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Top Players Sustain Lead Amid Moderately Competitive Landscape
Private Label Growth Creates Opportunities for Value-Driven Consumer Segments
Chart 4 - Company Shares 2025
Chart 5 - Brand Shares 2025

CHANNELS

Optical Goods Stores Leads Sales through Broad Coverage and Omnichannel Growth
Rapid Retail E-Commerce Growth Challenges Offline Dominance with Digital Innovation
Chart 6 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 7 - Economic Context for Sunglasses
Chart 8 - Real Gdp Growth 2021-2031
Chart 9 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 10 - Consumer Context for Sunglasses
Chart 11 - Population 2021-2031
Chart 12 - Consumer Expenditure 2021-2031
Chart 13 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Market Growth Supported by Rising Consumer Expenditure Amid Economic Challenges
Contact Lenses and Solutions Leads Volume Sales, While Sunglasses Drives Dynamic Growth in Value
Coopervision Inc and Optiblu Lead Innovations in Myopia Control and Seamless Shopping Experiences
Chart 14 - Videt Expands Its Crullé Portfolio with Affordable Premium Offerings
Chart 15 - Value Sales 2021-2031

Chart 16 - Volume Sales 2021-2031

Chart 17 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Consumer Expenditure to Support Steady Growth Despite Population Decline

Contact Lenses to Retain Volume Leadership, While Sunglasses Grows Fastest in Value

Brands Embrace Sustainability and Technology to Meet Evolving Consumer Demands

Chart 18 - Forecast Value Sales 2021-2031

Chart 19 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

International Brands Strengthen Leadership through Broad Portfolios and Innovation

Strategic Acquisition and Experiential Retail Reshape Competitive Dynamics

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Optical Goods Stores Consolidates, While E-Commerce Drives Rapid Growth

Retailers Embrace Omnichannel and Digital Tools to Meet Evolving Consumer Needs

Chart 22 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 23 - Economic Context for Eyewear

Chart 24 - Real Gdp Growth 2021-2031

Chart 25 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 26 - Consumer Context for Eyewear

Chart 27 - Population 2021-2031

Chart 28 - Consumer Expenditure 2021-2031

Chart 29 - 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-romania/report.