



Euromonitor
International

Top Five Trends in Eyewear

August 2025

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Our expert's view of eyewear in 2025

Eyewear snapshot

Key findings

INTRODUCTION

Amid economic pressures, consumers focus on quality, health and convenience

The global eyewear industry grew by USD2.8 billion in real terms in 2025

Top five trends in eyewear

Top five trends uncovered

MARKET POLARISATION

Private label and affordable premium strategies tackle shifting habits for savvy spenders

Germany: Mister Spex launches private label lens brand in premium eyewear

Diverging price segments in eyewear strengthens brands' positioning strategies

HEALTH AND PURPOSE

Europe is entering high growth phase in myopia control, whilst Asia remains attractive

Japan: Kabota glasses wearable device to reverse myopia launched in China

Clinically proven results, AI based analysis and support of legislation fundamental

TECH-SAVVY CONVENIENCE

Smart eyewear poised to go mainstream, driven by consumers' thirst for convenience

China: TCL introduces three new AR glasses in the RayNeo Series at CES2025

Established brands to push boundaries in function, while entry brands must partner up

ECO-CONSCIOUS CONSUMER

Consumer desire for transparency is driving new technologies in eyewear

Luxury eyewear brand Kering Eyewear uses blockchain for supply chain transparency

Commit to transparency on materials and sourcing to gain consumers' trust

TARIFF GEOPOLITICS

Uncertainty in tariffs to result in cost rises, supply shifts and acceleration in automation

EssilorLuxottica weighs production product move, while pricing remains key

Amid tariff uncertainties, major transformations through innovation are expected

CONCLUSION

Future implications

Opportunities for growth

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