

The World Market for Eyewear

July 2025

Table of Contents

INTRODUCTION

Our expert's view of eyewear in 2025

Eyewear snapshot

Key findings

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

Top five trends in eyewear

Top five trends uncovered

Drivers of consumer markets and impact on eyewear

Adjacent industries and how they impact eyewear

STATE OF THE INDUSTRY

Global value sales growth continues in 2025, albeit at a slower rate

Switzerland leads in per capita spend on eyewear, while coloured lenses boom in Asia

Myopia control products see fastest value growth, while spectacles remain top category

Eyewear consumption patterns vary across categories and generations

COMPANIES AND PRODUCTS

2024 was a strong year for key eyewear players

Shanghai Conant outpaces all others, while independents continue to grow steadily Market concentration remains stable, while private label gains traction in Europe

CHANNELS

Optical stores adopt strategies to stay competitive amid strong e-commerce growth

FUTURE OUTLOOK

Tech-driven transformation fuels growth in Asia, while the West sees modest growth US will still lead despite political uncertainties, while challenges persist in Germany

CONCLUSION

Amid macro risks, emerging markets and tech innovation supports future growth Opportunities for growth to 2030

Our expert's view of eyewear to 2030

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/the-world-market-for-eyewear/report.