

Eyewear 2026 edition

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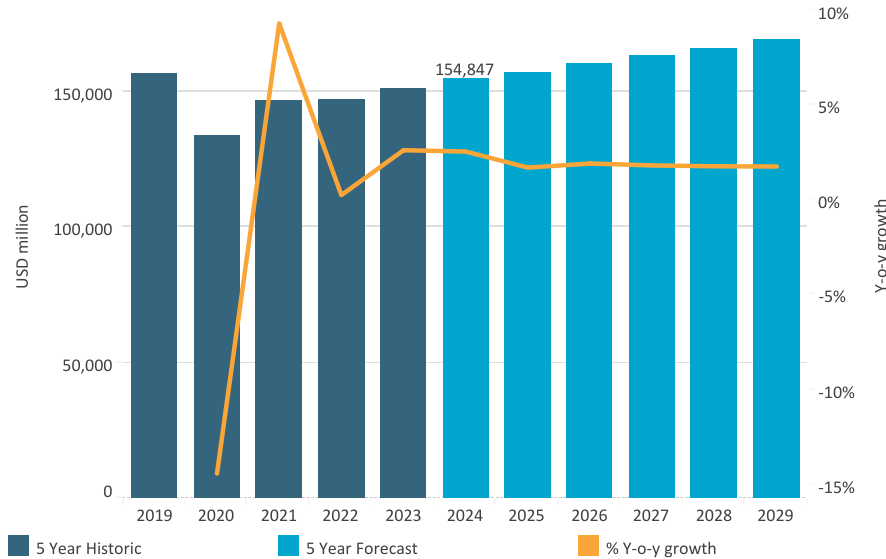
March 2025

Contents

- Industry Overview
- Industry Trends

Overview of the Eyewear Industry

Eyewear: The Evolution of the Industry in Retail Value RSP terms



USD154.8 bn

Total market value in USD fixed exchange rate in 2024

+6%

2024 eyewear industry growth

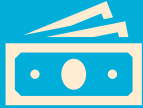
+2%

2024 eyewear forecast industry CAGR growth 2024-2029

Source: Passport Eyewear Edition 2025

Top five trends in eyewear

Luxury and Affordability



Top Five Trends in Eyewear

Functional-Led Eyewear



Digital Transformation



Personalisation

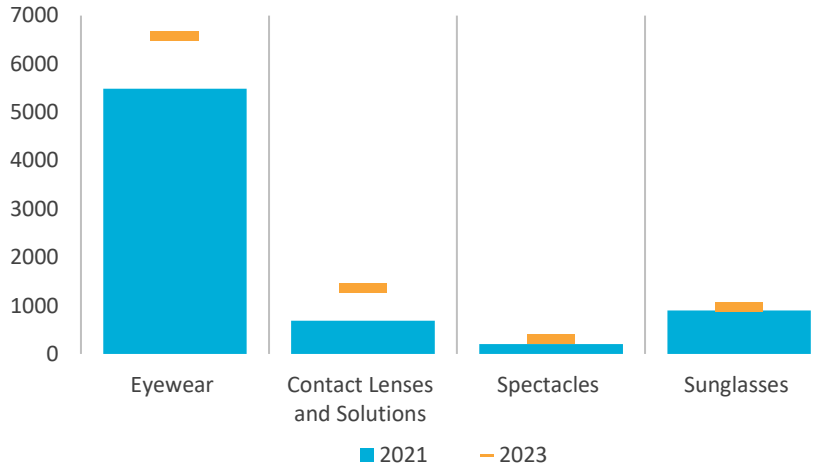


Sustainability and Ethics



Luxury and Affordability: The Quest for Value

Private Label in Eyewear by Category, 2021/2023
 USD Million
 Unit



Source: Euromonitor International, Eyewear Edition 2025

Source: Passport, Eyewear Edition 2025

- The increasing division between affordable and luxury eyewear shows no signs of abating
- Consumers habits are shifting due to economic pressures and the rise of online platforms.
- In luxury, tech advances justifying higher prices are driving sales, with customers expecting high quality materials
- Mid range brands stand to lose relevance and could finally disappear.

Product and Service Innovations

Affordable Premium Products



Pink Rabbit (KR) commits to affordable premium with its 5th year campaign

Enjoyable Customer Journey



Saturday's (ID) expands physical presence by opening two lifestyle stores

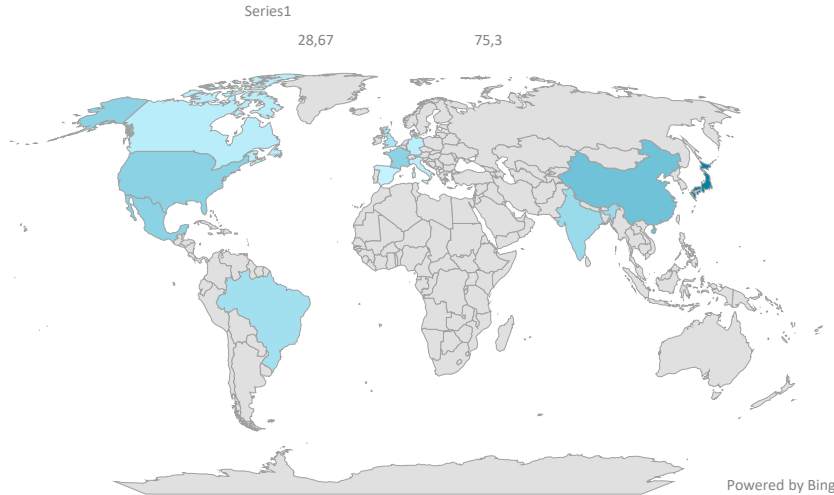
Online offers



Central Department Store (TH) uses promotional offers to lure online customers

Functional-led Eyewear: Myopia Control

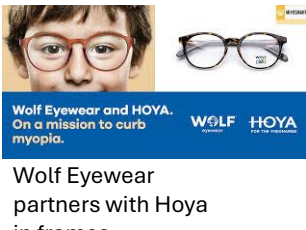
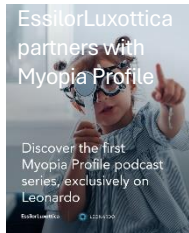
Prevalence of Myopia for the Top 12 Global Eyewear Markets
% of Population



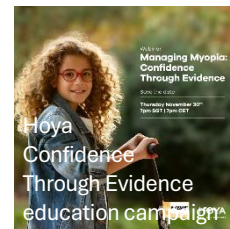
Source: Passport, Eyewear Edition 2025

- “Functional-led” eyewear is wide-ranging, yet the leading trend that is grabbing eyewear businesses’ attention is undoubtedly myopia control
- Parents are genuinely seeking specifically proven validated options to slowdown the progression
- By deepening education around myopia awareness brands will help provide the right support and solutions for the child.

Myopia Control Product Strategies



Despite efforts already made, much more work is needed by businesses to engage the entire sphere of stakeholders, not least in raising awareness of myopia in parents, then to educate the team of optometrists on communication of myopia control treatments. .

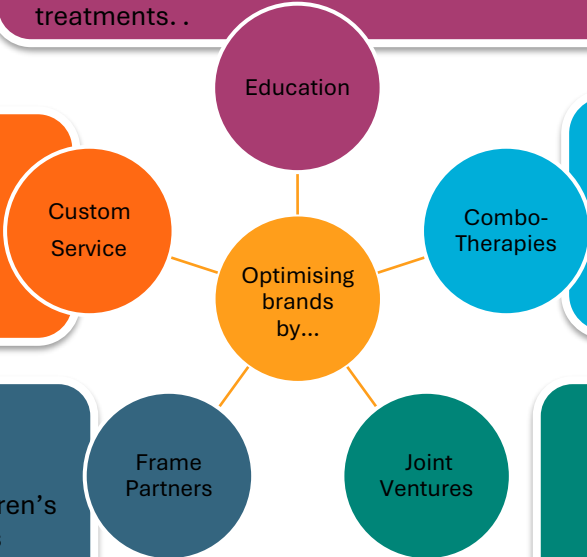


Customised services to include AI-based analysis to evaluate patients' data and suggest personalised treatment plans. Custom myopia control bundled packages providing customers with a full custom-fit solution.

Combining myopia control lenses or contact lenses and a low-dose atropine is a reasonably new myopia control approach. While long-term studies to determine the benefits of combination therapies are needed, and with a lack of clinical studies, the combination of treatments appears useful.

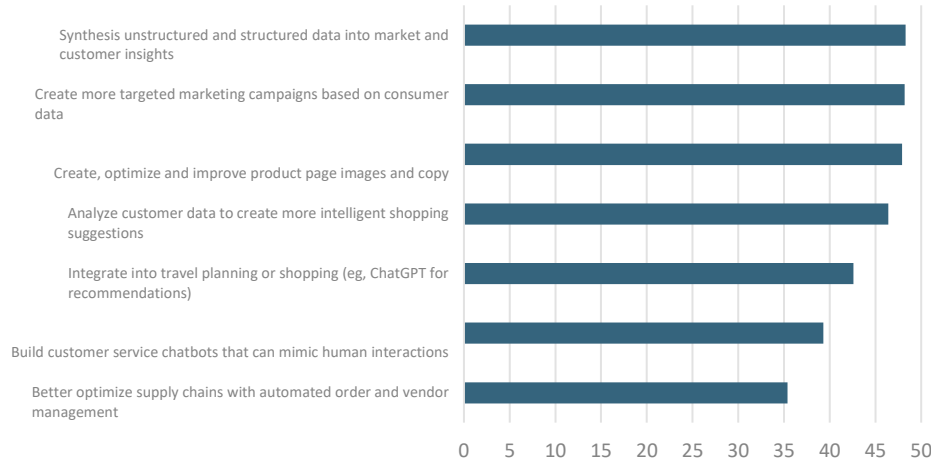
The development of myopia control spectacle lenses provides alluring opportunities for spectacle frames manufacturers to expand into children's frames through partnering with lens manufacturers.

Partnerships and sponsorships with international institutes and educational companies are not only a good strategy that companies are taking in a commitment to motivate eyewear practices to become more proactive, it is a necessary move at this nascent stage of myopia control development.



Digital Transformation: AI

Areas Where Generative AI Will Have Impact in the Next 12 Months
% of Respondents



Source: Euromonitor Voice of the Industry Survey, fielded September 2024

- AI is emerging as a major influence in supply chain optimization, enhanced eye testing, manufacturing precision, custom frame designing, prescription analysis, smart glasses and virtual try on solutions.
- Exploring AI solutions is essential for companies' long term strategic success enabling brands to go beyond its traditional functions
- AI solutions will ensure brands become the key differentiator

AI Innovation in Eyewear

Optical retailers offer free AI screening services



Focus Point Group (MY) offers free Airdoc screening service to ZEISS SmartLife Progressive lens customers

Optical retailers use AI in customer journey



US Zenni Optical (US) introduces AI technology to create seamless shopping experience

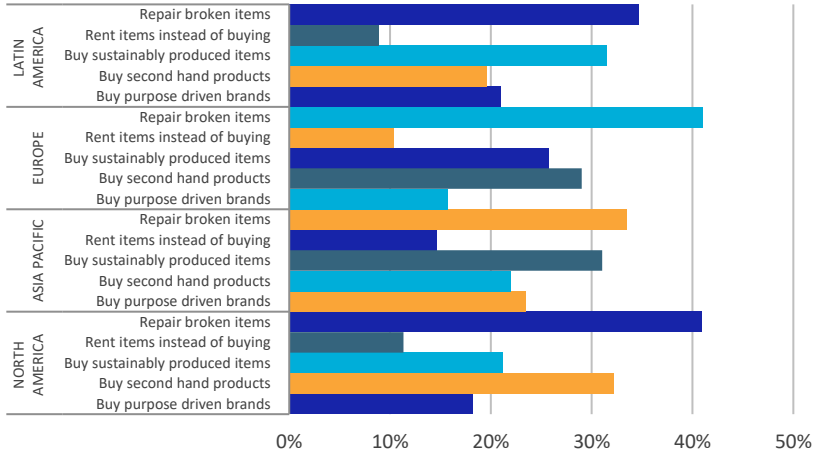
Smart glasses with AI innovation



Meta (US) opens pop-up to showcase its Ray-Ban Meta smart glasses with new AI features

Sustainability and Ethics: The threat of the second-hand trend

'Which activities do you do to lead a more sustainable life?'
% of respondents



Source: Voice of the Consumer Lifestyles Survey 2024, n. 3949

Source: Voice of the Consumer Lifestyles Survey 2024, n. 3949

- Second hand is being seen as a threat, in turn pushing companies to sharply define their focus.
- Brands should seek to trailblaze in sustainability, rather than follow industry standards.
- Failing to take serious action will inevitably push eyewear brands out of the market.
- Gen Z is a major force driving and companies need to pay close attention.

Sustainable Frames and Sunglasses



Swedish EOE and Balenciaga unite to launch sustainable sunglasses from used frames

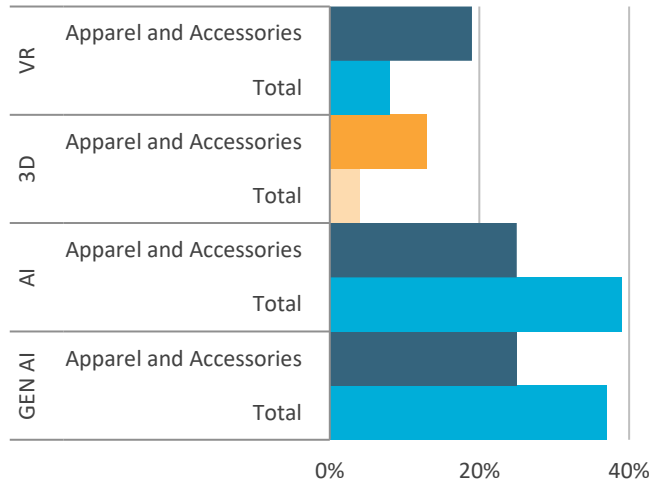
Online Second-hand platforms



Online second-hand platform Seecly launched in France gives second life to spectacles

Personalisation: 3D Printing

'Which of the following technologies impacted
Impacted your business in the past 12 months.'
% respondents



- In manufacturing, 3D printing (additive manufacturing) is an area of increasing focus for eyewear players in the West, with potential for further expansion in Asia Pacific.
- In the next five years, expect innovations to be centred around solutions that address not one, but a multitude concerns; including sustainability, affordability and added value through customization.

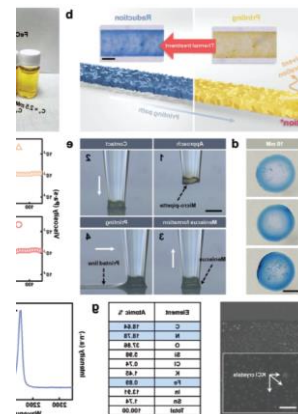
Source Voice of the Industry, fielded September 2024, n.7743

3D printing and AI



French start-up Visages blends 3D printing and AI for unique customised eyewear

3D printing and smart eyewear/contacts



Researchers in South Korea develop smart contact lens using 3D printing

Thank You



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