

# **Global Plano Sunglasses Market Size Study & Forecast, by Product, Material, Style, Consumer, Distribution Channel, and Regional Forecasts 2025–2035**

<https://marketpublishers.com/r/G9282FC1F7B9EN.html>

Date: June 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G9282FC1F7B9EN

## **Abstracts**

The Global Plano Sunglasses Market is valued at approximately USD 18.21 billion in 2024 and is projected to grow at a CAGR of 5.10% over the forecast period 2025–2035. Plano sunglasses, also known as non-prescription sunglasses, have evolved from being simple sun-shielding accessories to fashion-forward essentials embedded with advanced protective technologies. This shift is not merely cosmetic; it represents a confluence of aesthetics, eye-health awareness, and evolving consumer lifestyles. As consumers become increasingly mindful of UV protection and brand identity, global demand is surging, particularly for polarized variants and eco-conscious materials. The flourishing fashion industry, amplified digital advertising, and social media-driven retail dynamics continue to propel demand across various demographics.

Driving this growth is a rising affinity for outdoor recreational activities and luxury fashion consumption, particularly in urban zones. Manufacturers are capitalizing on this momentum by launching curated, limited-edition designs and collaborating with luxury labels to craft premium collections. The emergence of sustainable materials, such as biodegradable acetate and recycled plastics, also speaks to a broader ecological conscience that resonates with Gen Z and millennial buyers. However, despite market vibrancy, fluctuations in raw material prices and the influx of counterfeit products pose potential headwinds. Offline channels remain dominant, but online platforms are growing rapidly due to increased internet penetration and the ease of product comparison and home trials.

From a geographic perspective, North America dominated the Plano Sunglasses Market

in 2025, supported by the region's fashion-conscious population, high disposable income, and strong retail infrastructure, including brand-exclusive stores and multi-brand chains. Meanwhile, Asia Pacific is forecasted to grow at the fastest pace during the forecast period, underpinned by rising urbanization, a booming middle class, and fashion-forward youth in countries such as China, India, South Korea, and Japan. Europe continues to hold a substantial share, attributed to its well-established fashion heritage and seasonal demand peaks in Mediterranean nations. Emerging markets across Latin America and the Middle East & Africa are gradually being tapped by global brands, catalyzing new revenue streams in these regions.

Major market player included in this report are:

Luxottica Group S.p.A.

Safilo Group S.p.A.

EssilorLuxottica SA

Maui Jim Inc.

Marchon Eyewear Inc.

Marcolin S.p.A.

De Rigo Vision S.p.A.

Oakley Inc.

Randolph Engineering Inc.

Adidas AG

Fielmann AG

Charmant Group

Polaroid Eyewear

Carrera Sunglasses

Ray-Ban

## Global Plano Sunglasses Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast Period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

### By Product:

Polarized

Non-polarized

#### By Material:

Plastic

Metal

Others

#### By Style:

Aviator

Wayfarer

Round

Cat Eye

Rectangle

Others

#### By Consumer:

Men

Women

Unisex

Kids

#### By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL PLANO SUNGLASSES MARKET REPORT SCOPE & METHODOLOGY**

- 1.1. Research Objective
- 1.2. Research Methodology
  - 1.2.1. Forecast Model
  - 1.2.2. Desk Research
  - 1.2.3. Top-Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
  - 1.4.1. Market Definition
  - 1.4.2. Market Segmentation
- 1.5. Research Assumption
  - 1.5.1. Inclusion & Exclusion
  - 1.5.2. Limitations
  - 1.5.3. Years Considered for the Study

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

### **CHAPTER 3. GLOBAL PLANO SUNGLASSES MARKET FORCES ANALYSIS**

- 3.1. Market Forces Shaping the Global Plano Sunglasses Market (2024–2035)
- 3.2. Drivers
  - 3.2.1. Rising UV-protection awareness and fashion convergence
  - 3.2.2. Growth in eco-friendly and luxury product demand
- 3.3. Restraints
  - 3.3.1. Raw material price volatility
  - 3.3.2. Proliferation of counterfeit goods
- 3.4. Opportunities
  - 3.4.1. Adoption of sustainable materials
  - 3.4.2. Expansion of online retail and virtual try-on technologies

## **CHAPTER 4. GLOBAL PLANO SUNGLASSES INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Forces Model
  - 4.1.1. Bargaining Power of Buyer
  - 4.1.2. Bargaining Power of Supplier
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Forces Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
  - 4.3.1. Political
  - 4.3.2. Economic
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL PLANO SUNGLASSES MARKET SIZE & FORECASTS BY PRODUCT 2025–2035**

- 5.1. Market Overview
- 5.2. Global Market Performance – Potential Analysis (2025)
- 5.3. Polarized
  - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Non-polarized
  - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 5.4.2. Market Size Analysis, by Region, 2025–2035

## **CHAPTER 6. GLOBAL PLANO SUNGLASSES MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2025–2035**

- 6.1. Market Overview
- 6.2. Global Market Performance – Potential Analysis (2025)



### 6.3. Online

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.3.2. Market Size Analysis, by Region, 2025–2035

### 6.4. Offline

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.4.2. Market Size Analysis, by Region, 2025–2035

## **CHAPTER 7. GLOBAL PLANO SUNGLASSES MARKET SIZE & FORECASTS BY REGION 2025–2035**

### 7.1. Regional Market Snapshot

### 7.2. Top Leading & Emerging Countries

### 7.3. North America Market

7.3.1. U.S. Market – Breakdown by Product & Channel, 2025–2035

7.3.2. Canada Market – Breakdown by Product & Channel, 2025–2035

### 7.4. Europe Market

7.4.1. UK Market – Breakdown by Product & Channel, 2025–2035

7.4.2. Germany Market – Breakdown by Product & Channel, 2025–2035

7.4.3. France Market – Breakdown by Product & Channel, 2025–2035

7.4.4. Spain Market – Breakdown by Product & Channel, 2025–2035

7.4.5. Italy Market – Breakdown by Product & Channel, 2025–2035

7.4.6. Rest of Europe Market – Breakdown by Product & Channel, 2025–2035

### 7.5. Asia Pacific Market

7.5.1. China Market – Breakdown by Product & Channel, 2025–2035

7.5.2. India Market – Breakdown by Product & Channel, 2025–2035

7.5.3. Japan Market – Breakdown by Product & Channel, 2025–2035

7.5.4. Australia Market – Breakdown by Product & Channel, 2025–2035

7.5.5. South Korea Market – Breakdown by Product & Channel, 2025–2035

7.5.6. Rest of APAC Market – Breakdown by Product & Channel, 2025–2035

### 7.6. Latin America Market

7.6.1. Brazil Market – Breakdown by Product & Channel, 2025–2035

7.6.2. Mexico Market – Breakdown by Product & Channel, 2025–2035

### 7.7. Middle East & Africa Market

7.7.1. UAE Market – Breakdown by Product & Channel, 2025–2035

7.7.2. Saudi Arabia Market – Breakdown by Product & Channel, 2025–2035

7.7.3. South Africa Market – Breakdown by Product & Channel, 2025–2035

7.7.4. Rest of Middle East & Africa Market – Breakdown by Product & Channel, 2025–2035

## CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Luxottica Group S.p.A.
  - 8.2.1. Company Overview
  - 8.2.2. Key Executives
  - 8.2.3. Company Snapshot
  - 8.2.4. Financial Performance (Subject to Data Availability)
  - 8.2.5. Product/Services Port
  - 8.2.6. Recent Development
  - 8.2.7. Market Strategies
  - 8.2.8. SWOT Analysis
- 8.3. Safilo Group S.p.A.
- 8.4. EssilorLuxottica SA
- 8.5. Maui Jim Inc.
- 8.6. Marchon Eyewear Inc.
- 8.7. Marcolin S.p.A.
- 8.8. De Rigo Vision S.p.A.
- 8.9. Oakley Inc.
- 8.10. Randolph Engineering Inc.
- 8.11. Adidas AG
- 8.12. Fielmann AG
- 8.13. Charmant Group
- 8.14. Polaroid Eyewear
- 8.15. Carrera Sunglasses
- 8.16. Ray-Ban

## List Of Tables

### LIST OF TABLES

Table 1. Global Plano Sunglasses Market, Report Scope
Table 2. Market Estimates & Forecasts by Region 2024–2035
Table 3. Market Estimates & Forecasts by Product 2024–2035
Table 4. Market Estimates & Forecasts by Distribution Channel 2024–2035
Table 5. Annualized Revenue Analysis 2024–2035
Table 6. Competitive Landscape, 2025
Table 7. U.S. Market Estimates & Forecasts 2024–2035
Table 8. Canada Market Estimates & Forecasts 2024–2035
Table 9. UK Market Estimates & Forecasts 2024–2035
Table 10. Germany Market Estimates & Forecasts 2024–2035
Table 11. France Market Estimates & Forecasts 2024–2035
Table 12. Spain Market Estimates & Forecasts 2024–2035
Table 13. Italy Market Estimates & Forecasts 2024–2035
Table 14. Rest of Europe Market Estimates & Forecasts 2024–2035
Table 15. China Market Estimates & Forecasts 2024–2035
Table 16. India Market Estimates & Forecasts 2024–2035
Table 17. Japan Market Estimates & Forecasts 2024–2035
Table 18. Australia Market Estimates & Forecasts 2024–2035
Table 19. South Korea Market Estimates & Forecasts 2024–2035
Table 20. Brazil Market Estimates & Forecasts 2024–2035

## List Of Figures

### LIST OF FIGURES

- Fig 1. Research Methodology
- Fig 2. Market Estimation Techniques
- Fig 3. Market Size Estimates & Forecast Methods
- Fig 4. Key Trends 2025
- Fig 5. Growth Prospects 2024–2035
- Fig 6. Porter's Five Forces Model
- Fig 7. PESTEL Analysis
- Fig 8. Value Chain Analysis
- Fig 9. Market by Product, 2025 & 2035
- Fig 10. Market by Distribution Channel, 2025 & 2035
- Fig 11. Market by Segment, 2025 & 2035
- Fig 12. Market by Segment, 2025 & 2035
- Fig 13. Market by Segment, 2025 & 2035
- Fig 14. North America Market, 2025 & 2035
- Fig 15. Europe Market, 2025 & 2035
- Fig 16. Asia Pacific Market, 2025 & 2035
- Fig 17. Latin America Market, 2025 & 2035
- Fig 18. Middle East & Africa Market, 2025 & 2035
- Fig 19. Company Market Share Analysis (2025)
- Fig 20. Competitive Landscape Heatmap 2025

## I would like to order

Product name: Global Plano Sunglasses Market Size Study & Forecast, by Product, Material, Style, Consumer, Distribution Channel, and Regional Forecasts 2025–2035

Product link: <https://marketpublishers.com/r/G9282FC1F7B9EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G9282FC1F7B9EN.html>