

# **Global Sports Eyewear Market Size study & Forecast, by Application (Outdoor Sporting &, Traveling, Water Sports, Ski Sports and Others), by Distribution Channel (Online and Offline) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Sports Eyewear Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% during the forecast period 2023-2030. The Sports Eyewear Market encompasses specialized eyewear designed to enhance visual performance, comfort, and safety during sports and outdoor activities. These eyewear products are engineered to withstand rigorous physical activities, provide protection against environmental elements, and optimize vision clarity for athletes and sports enthusiasts. The market is primarily driven by increasing participation in sports and outdoor recreational activities worldwide, leading to a growing demand for eyewear that can withstand various conditions such as bright sunlight, dust, wind, and impact. Athletes and active individuals increasingly recognize the importance of eye protection and enhanced vision in optimizing their performance and preventing eye injuries during sports. Technological advancements in lens materials, coatings, and frame designs further contribute to the market growth by offering features such as UV protection, anti-fogging properties, polarization, and customizable prescription options. Additionally, rising fashion trends promoting sports-inspired lifestyle choices also influence consumer preferences towards stylish and functional sports eyewear, driving innovation and competition among market players to cater to diverse needs and preferences. These factors collectively contribute to the expansion and evolution of the Sports Eyewear Market globally.

The increasing popularity of sports leagues organized by major sports federations such as FIFA and BCCI are contributing significantly to the growing demand for sports

eyewear. As awareness about sports-related injuries rises, athletes and sports enthusiasts are increasingly recognizing the importance of protective gear, including eyewear, during physical activities. The prevalence of national and international sports events globally further emphasizes the need for appropriate safety gear among participants. To gain a competitive edge and enhance product visibility, many safety gear manufacturers are actively sponsoring these sporting events. For instance, notable collaborations such as the sponsorship agreement between Ferrari N.V. and the Luxottica Group in June 2016 showcase strategic partnerships aimed at promoting sports eyewear. Additionally, governments in various countries, along with key manufacturers, are implementing initiatives to encourage outdoor sports participation and physical fitness. These collective efforts are driving the adoption of sports eyewear and fueling market growth.

The key regions considered for the Global Sports Eyewear Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe is anticipated to emerge as the largest regional market for the global Sports Eyewear Market. This projection is driven by several key factors shaping the region's market dynamics. Firstly, Europe boasts a strong sports culture, with widespread participation in various sporting activities ranging from football and cycling to winter sports such as skiing and snowboarding. This active engagement in sports creates a substantial demand for sports eyewear among athletes, enthusiasts, and recreational participants alike. Furthermore, stringent safety regulations and standards in European countries contribute to the adoption of high-quality and certified sports eyewear products. These regulations emphasize the importance of protective gear during sports activities, encouraging individuals to invest in reliable and durable eyewear solutions designed specifically for sports use. The presence of leading sports eyewear manufacturers and innovative product offerings in Europe also fuels market growth. Established brands with a focus on performance, comfort, and style cater to the diverse needs of athletes across different sports disciplines, further driving market expansion. The Asia-Pacific (APAC) region is anticipated to witness the highest Compound Annual Growth Rate (CAGR) in the global Sports Eyewear Market from 2023 to 2030. This growth trajectory is underpinned by several key factors shaping the sports eyewear landscape in the region. One of the primary drivers of market growth in APAC is the increasing adoption of sports and fitness activities across various age groups. The region is experiencing a significant shift towards a more health-conscious lifestyle, with a rising emphasis on physical fitness and participation in sports at both amateur and professional levels. This cultural shift is fostering a growing demand for sports-related accessories, including high-quality eyewear designed for sports purposes.

Major market player included in this report are:

Oakley (Luxottica Group)

Nike Vision

Adidas Eyewear

Smith Optics

Bolle

Rudy Project

Under Armour Eyewear

Julbo

Costa Del Mar

Tifosi Optics

Global Sports Eyewear Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope - Free report customization (equivalent up to 8 analyst's

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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Application offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Outdoor Sporting & Traveling

Water Sports

Ski Sports

Others

By Distribution Channel:

Offline

Online

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

Rest of the World

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