

Europe Eyewear Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

Europe Eyewear Market reached a valuation of USD 55.5 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 4.5% from 2024 to 2032. This growth is significantly influenced by the increasing use of digital devices, including smartphones and tablets, which has led to a rise in vision issues such as myopia, hyperopia, and astigmatism. The prolonged exposure to screens has also contributed to the emergence of Computer Vision Syndrome (CVS), affecting both children and adults. As awareness of eye health rises, consumers are becoming more proactive about scheduling regular eye check-ups, which drives the demand for high-quality prescription eyewear and contact lenses. However, the luxury segment of the European eyewear industry faces challenges due to the widespread availability of counterfeit products.

These imitation goods often undermine the value of reputable brands, making it difficult for premium eyewear companies to maintain their pricing power and justify their higher price points. This situation is particularly concerning in markets where brand prestige is a key factor in consumer purchasing decisions. The eyewear market in Europe is categorized into three primary product types: spectacles, contact lenses, and sunglasses. In 2023, spectacles led the market with revenues of USD 25.4 billion and are projected to grow at a CAGR of 4% through 2032. The rise in screen usage across various demographics, coupled with the increasing trend of remote education, has led to higher incidences of CVS, particularly among younger users.

Distribution channels in the European eyewear market are classified into online and offline segments. The online distribution channel dominated in 2023, holding a market share of 63.9% and expected to expand at a CAGR of 4.2% from 2024 to 2032. This growth can be attributed to the convenience offered by e-commerce, including doorstep delivery, easy returns, improved customer service, and multiple payment options. Online platforms also attract consumers with special promotions aimed at frequent

buyers. U.

K. emerges as the leading market in Europe, with revenues around USD 11.8 billion in 2023, projected to grow to approximately USD 16.2 billion by 2032. The strong consumer spending on fashion and premium eyewear in the U. K. highlights eyewear as both a necessity and a fashion statement. Additionally, widespread access to vision care services and insurance coverage improves the adoption of eyewear solutions across the region.

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