

Europe Eyewear Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

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Abstracts

Europe Eyewear Market was valued at USD 57 billion in 2024 and is projected to expand at a CAGR of 4% from 2025 to 2034. The increasing dependence on digital screens, from smartphones to tablets, has significantly contributed to rising vision-related concerns. Extended screen time has been linked to common issues such as nearsightedness, farsightedness, and astigmatism. More individuals are experiencing symptoms of Computer Vision Syndrome (CVS), including eye strain, dryness, and headaches. The global rise in myopia cases further emphasizes the growing demand for corrective eyewear. As consumers become more conscious of their eye health, routine vision tests are becoming more frequent, leading to increased adoption of prescription glasses and contact lenses.

The aging population across Europe is another major factor fueling eyewear sales. A significant percentage of the population is over 65, and vision-related issues such as cataracts and presbyopia are becoming more prevalent. The majority of individuals in this age group require some form of vision correction, further driving the need for spectacles, reading glasses, and specialized lenses. The shift toward premium eyewear is also gaining traction as people seek high-quality vision solutions that blend functionality with style.

The market is categorized by product type into spectacles, contact lenses, and sunglasses. Spectacles dominated the segment with USD 26 billion in revenue in 2024 and are expected to reach USD 36.6 billion by 2034. The growing prevalence of CVS due to increased screen time is a major driver behind this trend, as more consumers seek protective lenses designed to reduce digital eye strain.

The eyewear market is also segmented by distribution channel into online and offline

sales. The online segment held a 63.6% market share in 2024 and is expected to see further expansion. The rise of e-commerce platforms, combined with convenient delivery services and flexible return policies, has significantly boosted online eyewear purchases. Digital advancements, including virtual try-on features, have enhanced the online shopping experience, reducing hesitation in purchasing eyewear without in-store trials. As consumers continue to embrace online shopping, the segment is projected to grow substantially over the next decade.

One of the most lucrative markets in Europe, the U.K., generated USD 12 billion in eyewear sales in 2024, with projections indicating an increase to USD 16.6 billion by 2034. The high demand for both functional and fashion-forward eyewear has contributed to steady market growth. Additionally, the presence of established vision care providers and the availability of insurance coverage for vision-related expenses have encouraged more consumers to invest in quality eyewear products. The expanding export market for eyewear products further solidifies the region's strong position in the industry.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
- 1.5 Secondary
 - 1.5.1.1 Paid sources
 - 1.5.1.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Aging population
 - 3.2.1.2 Rising prevalence of vision problems
 - 3.2.1.3 Increasing awareness of eye health
 - 3.2.1.4 Fashion consciousness
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Price sensitivity and market saturation
 - 3.2.2.2 Presence of counterfeit eyewear
- Consumer buying behavior analysis
 - 3.2.3 Demographic trends
 - 3.2.4 Factors affecting buying decision

- 3.2.5 Consumer product adoption
- 3.2.6 Preferred distribution channel
- 3.2.7 Preferred price range
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Pricing analysis
- 3.6 Porter's analysis
- 3.7 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TYPE, 2021 – 2034 (USD BILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Spectacles
 - 5.2.1 Single vision
 - 5.2.2 Multifocal
 - 5.2.3 Bifocal
 - 5.2.4 Progressive
 - 5.2.5 Reading glasses
 - 5.2.6 Safety glasses
 - 5.2.7 Others (Blue light glasses, etc.)
- 5.3 Contact Lens
 - 5.3.1 Soft contact lens
 - 5.3.2 Rigid contact lens
 - 5.3.3 Others (Toric contact lens)
- 5.4 Sunglasses
 - 5.4.1 Polarized
 - 5.4.2 Non-polarized

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TYPE, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

- 6.1 Key trends
- 6.2 Prescription
- 6.3 Non-prescription

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

- 7.1 Key trends
- 7.2 Metal
- 7.3 Plastic
- 7.4 Polycarbonate
- 7.5 Rubbers
- 7.6 Others (Wooden, nylon, silicon etc.)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY SHAPE, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

- 8.1 Key trends
- 8.2 Shape
- 8.3 Oval & aviator
- 8.4 Rectangular
- 8.5 Round
- 8.6 Square
- 8.7 Others (Oversized, shield, etc.)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

- 9.1 Key trends
- 9.2 Low
- 9.3 Medium
- 9.4 High

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY END USE, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

- 10.1 Key trends
- 10.2 Male
- 10.3 Female

10.4 Unisex

10.5 Kids

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2034, (USD BILLION) (THOUSAND UNITS)

11.1 Key trends

11.2 Online

11.2.1 E-commerce

11.2.2 Company site

11.3 Offline

11.3.1 Specialty stores

11.3.2 Mega retail stores

11.3.3 Others (Optical camps, ophthalmic centers, etc.)

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY COUNTRY, 2021 – 2034, (USD BILLION) (MILLION UNITS)

12.1 Key trends

12.2 Europe

12.2.1 UK

12.2.2 Germany

12.2.3 France

12.2.4 Italy

12.2.5 Spain

CHAPTER 13 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

13.1 Carl Zeiss

13.2 Luxottica Group

13.3 Safilo

13.4 Hoya

13.5 Cooper Companies

13.6 Johnson & Johnson Vision Care

13.7 Bausch & Lomb

13.8 Charmant Group

13.9 CIBA VISION

13.10 De Rigo Vision

- 13.11 Fielmann
- 13.12 JINS
- 13.13 Marchon Eyewear
- 13.14 QSpex Technologies
- 13.15 Rodenstock
- 13.16 Seiko Optical Products
- 13.17 Shamir Optical Industry
- 13.18 Silhouette International
- 13.19 Warby Parker
- 13.20 Zenni Optical

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