

North America Eyewear Market Report by Product (Spectacles, Sunglasses, Contact lenses), Gender (Men, Women, Unisex), Distribution Channel (Optical Stores, Independent Brand Showrooms, Online Stores, Retail Stores), and Country 2024-2032

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Abstracts

The North America eyewear market size reached US\$ 44.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 71.2 Billion by 2032, exhibiting a growth rate (CAGR) of 5.2% during 2024-2032.

Eyewear comprises accessories which are worn on or over the eyes for various reasons, such as protection against the environment, as an adornment or to improve visual acuity. The lenses of eyewear can be made from different materials, such as optical fiber and glass. On the other hand, frames are generally available in metal and plastic. At present, an increase in the usage of electronic gadgets has led to the prevalence of eyesight related problems, which is boosting the overall sales of eyewear products.

North America eyewear market is currently being driven by several factors. The high per capita incomes, coupled with the altering fashion trends and preferences for luxury products, have propelled the eyewear market growth in the region. On account of this, manufacturers are introducing a diverse range of frames, keeping in mind the different requirements and preferences of the consumers. Additionally, the changing lifestyles of consumers and technological advancements in the industry have resulted in the launch of innovative products, such as smart glasses with liquid lenses, removable temples, laser glasses, and pediatric glasses. Apart from this, a surge in the number of optical deficiencies in the geriatric population has increased the demand for eyewear products in the region.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America eyewear market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on product, gender and distribution channel.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Product

Spectacles

Sunglasses

Contact lenses

Market by Gender

Men

Women

Unisex

Market by Distribution Channel

Optical Stores

Independent Brand Showrooms

Online Stores

Retail Stores

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

Key Questions Answered in This Report

1. What was the size of the North America eyewear market in 2023?

2. What is the expected growth rate of the North America eyewear market during 2024-2032?
3. What are the key factors driving the North America eyewear market?
4. What has been the impact of COVID-19 on the North America eyewear market?
5. What is the breakup of the North America eyewear market based on the product?
6. What is the breakup of the North America eyewear market based on the gender?
7. What is the breakup of the North America eyewear market based on the distribution channel?
8. What are the key regions in the North America eyewear market?

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