

South Korea 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 Region 2026-2034

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Abstracts

The South Korea eyewear market size reached USD 3.4 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 5.3 Billion by 2034, exhibiting a growth rate (CAGR) of 4.81% during 2026-2034. The changing fashion trends and a growing emphasis on personal style, the rising prevalence of vision-related issues, the rapid technological advancements in lens materials, the increasing aging population, and the growing awareness of the importance of eye protection from harmful ultraviolet (UV) rays and blue light exposure are some of the factors propelling the market.

Eyewear refers to accessories worn over the eyes for various functional and aesthetic purposes. Primarily designed to correct and enhance vision, it encompasses a wide range of products, including eyeglasses, sunglasses, and contact lenses. Eyeglasses, often made with lenses crafted to address refractive errors like myopia or hyperopia, serve as visual aids for improved clarity. They have evolved beyond mere utility to become fashion statements, with diverse styles, frames, and materials reflecting individual preferences and trends. Sunglasses, while offering protection against harmful ultraviolet (UV) rays, have also become iconic fashion accessories worn for style and eye comfort. Contact lenses, on the other hand, directly rest on the cornea to correct vision without the need for traditional frames. Beyond their corrective functions, eyewear plays a crucial role in safeguarding eye health from environmental elements, preventing eye strain due to prolonged screen use, and contributing to the overall aesthetic expression of one's style. As advancements in technology continue to influence the eyewear industry, innovations in lens materials, coatings, and designs cater to diverse

needs, making eyewear not only a practical solution for vision correction but also a dynamic and integral part of personal fashion and eye care.

SOUTH KOREA EYEWEAR MARKET TRENDS:

The market in South Korea is majorly driven by increasing focus on eye health. In line with this, the rising prevalence of vision-related issues is positively influencing the market. Factors such as prolonged screen time, digital device usage, and changing lifestyles contribute to a growing demand for corrective eyewear. As a result, the market experiences an upsurge in the sales of prescription eyeglasses and contact lenses, addressing the diverse needs of individuals with refractive errors. Furthermore, changing fashion trends and the growing influence of style on consumer choices are significant contributors to market growth. Eyewear, once primarily functional, has evolved into a fashion accessory. Consumers seek eyeglasses and sunglasses that not only correct their vision but also align with their personal style and aesthetic preferences. This shift has led to an expanded and diversified range of eyewear products, with manufacturers continually innovating to meet the demands of style-conscious consumers. Besides, rapid technological innovations in lens materials and designs play a crucial role in shaping the eyewear market. Advanced coatings, materials, and lens technologies enhance the functionality and comfort of eyewear. Anti-reflective coatings, photochromic lenses, and lightweight materials not only improve vision correction but also address specific needs such as reducing glare, adapting to different lighting conditions, and providing increased durability. Moreover, the aging global population is another significant factor driving market growth. With age comes an increased prevalence of vision-related conditions such as presbyopia, cataracts, and macular degeneration. The aging demographic requires specialized eyewear solutions, including reading glasses, progressive lenses, and other vision aids, contributing to the expansion of the market. Additionally, the rising awareness of the importance of eye protection against harmful ultraviolet (UV) rays and blue light exposure further fuels market growth. Consumers are increasingly seeking sunglasses and eyeglasses with specialized coatings to shield their eyes from environmental factors that can impact eye health. The emphasis on eye protection aligns with a broader trend of health-conscious consumer behavior, driving the market for eyewear products designed to preserve and enhance visual well-being.

SOUTH KOREA EYEWEAR MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the

market based on product, gender, and distribution channel.

Product Insights:

Spectacles

Sunglasses

Contact Lenses

The report has provided a detailed breakup and analysis of the market based on the product. This includes spectacles, sunglasses, and contact lenses.

Gender Insights:

Men

Women

Unisex

A detailed breakup and analysis of the market based on the gender have also been provided in the report. This includes men, women, and unisex.

Distribution Channel Insights:

Optical Stores

Independent Brand Showrooms

Online Stores

Retail Stores

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes optical stores, independent brand showrooms, online

stores, and retail stores.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea eyewear market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea eyewear market on the basis of product?

What is the breakup of the South Korea eyewear market on the basis of gender?

What is the breakup of the South Korea eyewear market on the basis of distribution channel?

What are the various stages in the value chain of the South Korea eyewear market?

What are the key driving factors and challenges in the South Korea eyewear?

What is the structure of the South Korea eyewear market and who are the key players?

What is the degree of competition in the South Korea eyewear market?

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