

Prescription Sunglass Market Forecasts to 2030 – Global Analysis By Lens Type (Single Vision, Bifocal, Trifocal and Progressive/Multifocal), Lens Material (CR-39, Polycarbonate, Trivex, Polyurethane and Glass), Frame Material, Frame Style, Vision Correction, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Prescription Sunglass Market is accounted for \$7.2 billion in 2024 and is expected to reach \$10.7 billion by 2030 growing at a CAGR of 6.8% during the forecast period. Prescription sunglasses are specialty eyewear with light-filtering, UV protection, and vision correction features. They have specialized prescription lenses built into the frames of sunglasses, protecting users' eyes from damaging UV rays while enabling clear vision. These glasses eliminate the need to alternate between regular glasses and sunglasses, which are especially useful for driving, sports, and outdoor activities.

According to the Vision Council's 2022 study, adults over the age of 40 make up 60% of the consumer base for prescription glasses.

Market Dynamics:

Driver:

Growing prevalence of eye disorders

Rising screen time and digital device usage have escalated cases of visual impairments globally. Additionally, heightened awareness about UV protection and its role in

preventing conditions like cataracts and macular degeneration further boosts demand. Prescription sunglasses offer both vision correction and UV protection, catering to the needs of individuals with active lifestyles while addressing growing health concerns.

Restraint:

Competition from alternatives

The availability of alternatives, such as clip-on sunglasses or photochromic lenses, poses a restraint to the prescription sunglass market. These options are often more affordable and convenient for consumers who already wear prescription glasses. Additionally, advancements in corrective eye surgeries like LASIK have reduced the reliance on prescription eyewear altogether. Such factors divert potential customers away from prescription sunglasses, limiting market growth despite their functional advantages.

Opportunity:

E-commerce expansion

Online platforms offer consumers convenience, competitive pricing, and access to a wide variety of products. Technological advancements like virtual try-on tools enhance the online shopping experience by allowing customers to visualize how frames will look on them. This trend is particularly appealing to younger, tech-savvy demographics and facilitates market penetration into regions with limited access to physical retail stores.

Threat:

Counterfeit products

Counterfeit products pose a significant threat to the prescription sunglass market by undermining consumer trust and brand reputation. These fake products often fail to meet safety standards, lacking proper UV protection and durability. The proliferation of counterfeits in online marketplaces not only affects legitimate manufacturers' revenues but also risks consumer health.

Covid-19 Impact:

The COVID-19 pandemic disrupted supply chains and reduced foot traffic in optical retail stores, negatively impacting sales of prescription sunglasses. However, increased screen time during lockdowns led to a surge in eye strain-related issues, driving demand for corrective eyewear. E-commerce emerged as a crucial channel for sales during this period, with virtual try-on technologies gaining popularity. As restrictions eased, outdoor activities resumed, boosting demand for prescription sunglasses that combine vision correction with UV protection.

The single vision segment is expected to be the largest during the forecast period

The single vision segment is expected to account for the largest market share during the forecast period due to its widespread use for correcting specific vision issues like myopia or hyperopia. These lenses provide clear vision at a single distance, making them ideal for daily activities such as driving or reading outdoors. Their affordability and simplicity contribute to their popularity among consumers seeking effective solutions for individual visual impairments.

The online channels segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online channels segment is predicted to witness the highest growth rate due to increasing consumer preference for convenient shopping experiences. E-commerce platforms offer extensive product ranges, competitive pricing, and advanced features like virtual try-ons that simplify decision-making. Online channels are particularly appealing to younger demographics seeking personalized options and seamless delivery services. Additionally, the growing adoption of smartphones and internet penetration further accelerates this trend.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to high disposable incomes and advanced healthcare infrastructure supporting eye care solutions. The region's aging population contributes significantly to demand for prescription sunglasses as age-related vision impairments rise. Additionally, increased awareness about UV protection and strong retail networks ensure steady sales growth in this region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to its large population base and rising prevalence of myopia among children and young adults. Urbanization and increasing disposable incomes drive demand for high-quality eyewear solutions in countries like China and India. The rapid expansion of e-commerce platforms in this region further enhances accessibility to prescription sunglasses, supporting robust market growth.

Key players in the market

Some of the key players in Prescription Sunglass Market include EssilorLuxottica SA, Safilo Group SpA, Zeiss Group, Maui Jim, Marchon Eyewear, De Rigo Vision, Warby Parker, Zenni Optical, Rodenstock GmbH, CooperVision Limited, Specsavers Optical Group, Silhouette International, Johnson & Johnson Vision Care, Fielmann AG, Marcolin Group, Charmant Group, Oakley and VSP Global.

Key Developments:

In January 2025, ATP is proud to announce Polaroid Eyewear as the ATP Tour's Official Eyewear Partner, through 2027. The iconic brand will activate at a selection of ATP Tour events and has announced top ATP player Lorenzo Musetti as Polaroid Eyewear Ambassador for 2025.

In January 2024, for the first time, EssilorLuxottica will exhibit at the Consumer Electronics Show (CES) in Las Vegas January 9-12 2024, showcasing the Company's bold moves in consumer technology.

In February 2023, Barrow, the Italian brand devoted to digital natives launched in 2020 by a team of creative talents with an international background in fashion and the digital sphere, announces its debut in the eyewear sector alongside the De Rigo Group, one of the world leaders in this field.

Lens Types Covered:

Single Vision

Bifocal

Trifocal

Progressive/Multifocal

Lens Materials Covered:

CR-39

Polycarbonate

Trivex

Polyurethane

Glass

Frame Materials Covered:

Metal

Plastic

Mixed Materials

Frame Styles Covered:

Aviator

Wayfarer

Round

Square/Rectangle

Cat-Eye

Sport/Wrap-Around

Other Frame Styles

Vision Correction Types Covered:

Myopia

Hyperopia

Astigmatism

Presbyopia

Distribution Channels Covered:

Offline Channels

Online Channels

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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