

Sunglasses Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Polarized, Non-polarized), By Sales Channel (Supermarkets and Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Sunglasses Market is projected to expand from USD 31.73 Billion in 2025 to USD 47.67 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 7.02%. Sunglasses function as both essential protective gear against harmful ultraviolet radiation and glare and as pivotal elements of personal style. The market's growth is primarily driven by heightened global awareness regarding eye health risks and rising disposable incomes, which position eyewear as a frequent lifestyle investment. Underscoring the sector's economic scale, The Vision Council reported that the non-prescription sunglasses segment in the United States generated \$17.8 billion in sales value in 2024.

However, the market faces a substantial obstacle in the widespread proliferation of counterfeit goods, which compromise revenue streams and brand integrity. These unauthorized products fail to meet certified safety standards and flood the marketplace with low-cost alternatives, thereby eroding the market share of legitimate manufacturers. Consequently, established brands are compelled to divert significant resources toward anti-counterfeiting efforts instead of focusing on product development or commercial expansion.

Market Driver

Advancements in Smart Glass Technology and Innovative Lens Designs are reshaping the industry by merging digital capabilities with conventional eyewear. Manufacturers are actively embedding artificial intelligence, augmented reality, and audio features into frames, converting sunglasses from passive accessories into connected wearable devices. This fusion of fashion and technology attracts tech-oriented consumers desiring multifunctional convenience without sacrificing style, a success reflected in the financial results of major players. For instance, MarketScreener reported in October 2025 that EssilorLuxottica achieved an 11.7 percent year-on-year revenue increase to \$6.9 billion in the third quarter, explicitly attributed to robust consumer demand for their AI-powered wearables.

Additionally, the Growing Influence of Fashion Trends and Social Media Endorsements serves as a parallel catalyst, reinforcing the status of sunglasses as essential lifestyle items. Luxury groups and independent brands utilize high-profile collaborations to drive aesthetic shifts, prompting consumers to acquire multiple pairs for various occasions, which sustains value growth despite economic volatility. As evidence, Kering's '2024 Annual Results' in February 2025 noted that Kering Eyewear reached \$1.6 billion in revenue, a 6 percent comparable increase driven by its brand portfolio strength. However, the market remains segmented by price; The Vision Council indicated in 2025 that 58 percent of U.S. respondents spent less than \$50 on their latest purchase, highlighting the enduring demand for affordability alongside luxury growth.

Market Challenge

The rampant circulation of counterfeit products constitutes a critical threat to the financial performance and long-term stability of the global sunglasses market. Illicit producers inundate the retail landscape with inferior replicas, confusing consumers and siphoning substantial revenue away from legitimate stakeholders. This saturation forces reputable brands to compete against artificially low prices, effectively eroding profit margins and diminishing the perceived exclusivity of premium eyewear. Moreover, substandard goods undermine consumer confidence, as buyers who unwittingly acquire fakes often attribute the poor quality to the genuine manufacturer, causing reputational damage that is difficult to reverse.

The magnitude of this issue necessitates that companies reallocate significant capital toward brand protection rather than growth-oriented initiatives. Highlighting the severity of illicit trade in the accessories sector, Union des Fabricants (UNIFAB) reported that French customs seized over 21.47 million counterfeit items worth an estimated \$645 million in 2024. This overwhelming influx of fake merchandise compels manufacturers to

prioritize legal enforcement and defensive intellectual property tactics over product innovation or market expansion, effectively retarding the industry's overall developmental trajectory.

Market Trends

The Shift Toward Sustainable and Bio-Based Materials is fundamentally changing manufacturing processes as companies address growing consumer insistence on environmentally conscious products. Producers are progressively substituting traditional acetate with recycled polymers and bio-based alternatives to lower carbon emissions and meet circular economy goals. This shift requires substantial supply chain reorganization to ensure adherence to global ESG standards while preserving product durability and aesthetics. In its '2024 Sustainability Statement' from March 2025, Safilo Group noted that approximately 23 percent of its new eyewear collections were made using recycled or bio-based materials, marking a significant operational move away from virgin plastics.

Simultaneously, the Expansion of Direct-to-Consumer and Omnichannel Retailing is transforming distribution networks, enabling brands to bypass traditional intermediaries and forge direct connections with end-users. By combining e-commerce platforms with experiential physical boutiques, companies can manage the brand narrative, acquire first-party data, and enhance profit margins through vertical integration. This channel evolution is vital for growth, offering superior agility in meeting consumer preferences compared to wholesale structures. For example, VisionMonday reported in October 2025 that EssilorLuxottica's direct-to-consumer division saw a 10.7 percent revenue rise in the first nine months of the year, underscoring the strategic advantage of this retail model over third-party distribution.

Key Market Players

Luxottica Group

Safilo Group

Maui Jim

De Rigo

Charmant

Specsavers Optical

Revo

Fielmann AG

Pivothead

LVMH Group

Report Scope

In this report, the Global Sunglasses Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sunglasses Market, By Product Type

Polarized

Non-polarized

Sunglasses Market, By Sales Channel

Supermarkets and Hypermarkets

Specialty Stores

Online

Others

Sunglasses Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sunglasses Market.

Available Customizations:

Global Sunglasses Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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