

# **Eyewear Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Sunglasses, Spectacles, Contact Lenses, Sport Eyewear, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Global Eyewear Market was valued at USD 201.42 Billion in 2024 and is projected to reach USD 327.79 Billion by 2030, growing at a CAGR of 8.45%. This growth is fueled by rising vision health awareness, increased screen exposure, and the expanding influence of fashion and lifestyle trends. The market is witnessing strong demand across age groups for prescription glasses, contact lenses, and stylish sunglasses. Technological innovations such as blue light-blocking lenses and smart eyewear are adding both utility and appeal. Simultaneously, the rise of e-commerce platforms and digital try-on tools is transforming consumer purchasing habits by making eyewear more accessible and personalized. Aging populations in developed countries and rising disposable incomes in emerging economies are also contributing to increased market penetration. Enhanced healthcare infrastructure and vision care services in developing regions further support long-term market expansion.

### Key Market Drivers

#### Rising Prevalence of Vision Disorders and Digital Eye Strain

The increasing prevalence of vision disorders, including myopia, hyperopia,

astigmatism, and presbyopia, is a major growth driver for the global eyewear market. This trend is largely driven by prolonged exposure to digital screens, affecting both children and adults. In 2023, approximately 66% of adults in the U.S. relied on some form of vision correction. The widespread use of digital devices for work, education, and entertainment is resulting in a sharp rise in digital eye strain and related vision impairments. Consequently, there is growing demand for prescription eyewear and contact lenses with features like blue light filtration and anti-glare coatings.

In addition, the aging global population is contributing to the increase in presbyopia and other age-related eye conditions. According to the World Health Organization, more than 2.2 billion people worldwide live with some form of vision impairment, creating a vast consumer base for corrective eyewear. This sustained and growing need for optical solutions continues to drive market expansion across both developed and emerging markets.

## Key Market Challenges

### High Cost of Branded and Technologically Advanced Eyewear Products

The high cost of premium eyewear remains a significant barrier to widespread adoption, particularly in price-sensitive markets. Designer frames, lenses with specialized coatings, and advanced eyewear such as smart glasses carry elevated price tags that often place them beyond the reach of middle-income consumers. Products featuring photochromic technology, blue light filters, and augmented reality functions typically involve higher manufacturing costs, which are passed on to consumers.

In regions where vision insurance is limited or absent, consumers often delay or forgo purchasing new eyewear due to affordability concerns. This challenge is especially pronounced in developing regions across Asia and Latin America, where vision care services are less accessible and public reimbursement schemes are lacking. Even in developed markets, the combined costs of eye exams, prescription lenses, and frame fittings can pose financial challenges for underinsured populations. These factors limit sales volume and slow down the market's expansion, particularly in premium and technologically advanced segments.

## Key Market Trends

### Surge of Sustainable & Eco-Conscious Eyewear

Sustainability has emerged as a key trend in the eyewear industry, shifting from a niche initiative to a mainstream strategy embraced across all market segments. Brands are increasingly integrating circular-economy principles into their product design and supply chain operations. Bio-based acetates made from renewable resources like cotton and wood pulp are replacing petroleum-derived plastics, and recycled materials—such as ocean plastics and discarded fishing nets—are being transformed into stylish, functional eyewear.

Notable brands such as Gentle Monster and Kering's Maison labels are showcasing plant-based and traceable materials in their seasonal collections. Start-ups like Bird Eyewear, Sea2See, and Parafina are championing upcycled materials, while retailers are supporting the trend with take-back programs, repair services, and recycling options. Contact lens manufacturers are also joining the sustainability movement by experimenting with water-soluble packaging and mail-back recycling systems.

The focus is now on measurable environmental impact, with certifications like B-Corp and ISO 14067 becoming more prevalent. As regulators in the EU, Japan, and several U.S. states impose stricter rules on sustainability claims, transparency in sourcing and lifecycle assessments is becoming standard. This evolution positions eco-conscious design and responsible supply chain management as defining features of the future eyewear market, rather than premium exceptions.

### Key Market Players

EssilorLuxottica SA

Bausch Health Companies Inc.

Johnson & Johnson Services Inc.

The Cooper Companies Inc

Alcon Vision LLC

Feilmann AG

Carl Zeiss Meditec AG

Safilo Group S.p.A

De Rigo Vision S.p.A.

Zenni Optical Inc.

### Report Scope:

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

#### Eyewear Market, By Product Type:

Sunglasses

Spectacles

Contact Lenses

Sport Eyewear

Others

#### Eyewear Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

#### Eyewear Market, By Region:

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

Japan

India

South Korea

Vietnam

## South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

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

Available Customizations:

Global Eyewear 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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