

# **Global Eyewear Market, By Product Type (Sunglasses Spectacles, Contact Lenses, Sport Eyewear, and Others (Safety Eyewear & Protection Eyewear)), By End User (Women, Men, and Unisex), By Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, Multi-Brand Stores, Online Channels, and Others (Counter shops, Make-up & Beauty Stores), By Region Competition, Forecast & Opportunities, 2026**

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## **Abstracts**

The global eyewear market is expected to reach USD111.12 billion by 2026F, growing at CAGR of 5.83% during the forecast period. The global eyewear market is being driven by rising population, economic development, and consumer purchasing power. Most people experience vision problems at some point in their lives. Some are minor and go away on their own, while others are simple to treat at home. Others require the care of a specialist and prescription glasses to cure and overcome the problem. Furthermore, the growth is highly driven by the popularity of sunglasses as well as a rising sense of fashion among people. The market has been growing as diseases such as cataracts, myopia, and hyper myopia are becoming more common, and eye specialists prescribe spectacles after diagnoses to provide clear vision. As adults and children spend more time on digital screens, eyewear has become a daily requirement.

The global eyewear market is segmented into product type, end user, distribution channel, region and company. In terms of product type, the global eyewear market is further segmented into sunglasses, spectacles, contact lenses, sports eyewear, and others (safety and protection eyewear). Among these, sunglasses have accounted for

the majority of market share in the global eyewear market which was around 42% in 2020 and is expected to continue its dominance during the forecast period as sunglasses are fashionable and protect the eyes from sun damage and conjunctivitis. People have different pairs of sunglasses for various occasions. Contact lenses are the fastest-growing product type segment as they provide a natural field of view, have no frames to obstruct vision, and greatly reduce distortions. Also, unlike glasses, they do not fog up or cause glare.

In terms of distribution channel, the global eyewear market can be segmented into specialty stores, supermarkets/hypermarkets, multi-brand stores, online channels, and others (counter shops, make-up & beauty stores, etc.). Among these, specialty stores have accounted for the majority of the share in the global eyewear market in 2020 and will continue to dominate the market throughout the forecast period. Nowadays, Online sales have expanded significantly as more consumers have shifted to e-commerce for better prices and discounts, convenience, and a wider product selection, including private label by big e-tailers.

The major players operating in the global eyewear market are EssilorLuxottica, Johnson & Johnson Services, Inc., The Cooper Companies Inc., Alcon Vision LLC, Fielmann AG, Bausch Health Companies Inc., Carl Zeiss Meditec AG, Safilo Group S.p.A, De Rigo Vision S.p.A and others. To remain competitive in the market, eyewear companies are focusing on developing unique marketing strategies and using updated technology to enrich customer experience and to remain competitive in the global eyewear market. They are differentiating their product and are communicating their unique selling proposition through different mediums to the consumers. They are also positioning their brand in such a way to create trust among consumers. Essilor International SA and Luxottica Group S.p.A have completed their merger and created one of the largest players in the eyewear industry. After merger, the company named itself as EssilorLuxottica. Moreover, many major companies are developing advanced techniques and launching new eye wears to stay competitive in the market.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F–2026F

#### Objective of the Study:

To analyze and estimate the market size of the global eyewear market from 2016 to 2020.

To estimate and forecast the market size of the global eyewear market from 2021 to 2026 and growth rate until 2026F.

To classify and forecast the global eyewear market based on the product type, end user, distribution channel, region and company.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the global eyewear market.

To identify the dominant region or segment in the global eyewear market.

To identify drivers and challenges for the global eyewear market.

To identify and analyze the profile of leading players operating in the global eyewear market.

To identify key sustainable strategies adopted by market players in the global eyewear market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers and presence of all major players across the globe.

TechSci Research calculated the market size of the global eyewear market using a top-down approach in the overall market, bottom-up approach in the regional market,

wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these segments for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Eyewear manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers.

Organizations, forums, and alliances related to eyewear.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, global eyewear market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Global Eyewear Market, By Product Type:

Sunglasses

Spectacles

Contact Lenses

Sports Eyewear

Others

### Global Eyewear Market, By End User:

Women

Men

Unisex

### Global Eyewear Market, By Distribution Channel:

Specialty Stores

Supermarkets/ Hypermarkets

Multi-Brand Stores

Online Channels

Others

### Global Eyewear Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

Australia

South Korea

Europe

France

United Kingdom

Germany

Italy

Spain

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 global eyewear market.

## Available Customizations:

*Global Eyewear Market, By Product Type (Sunglasses Spectacles, Contact Lenses, Sport Eyewear, and Others (Safe...*

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).

## Contents

### **1. PRODUCT OVERVIEW**

### **2. RESEARCH METHODOLOGY**

### **3. IMPACT OF COVID-19 ON GLOBAL EYEWEAR MARKET**

### **4. EXECUTIVE SUMMARY**

### **5. VOICE OF CUSTOMER**

#### 5.1. Factors Influencing Purchase Decisions

#### 5.2. Brand Awareness

#### 5.3. Challenges Faced by Customers

#### 5.4. Preferred Distribution Channel

### **6. GLOBAL EYEWEAR MARKET OUTLOOK**

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value

#### 6.2. Market Share & Forecast

##### 6.2.1. By Product Type (Spectacles, Sunglasses, Contact lenses, Sports Eyewear, Others (Safety & Protection Eyewear))

##### 6.2.2. By End User (Men, Women, Unisex)

##### 6.2.3. By Distribution Channel (Specialty Store, Supermarket/Hypermarket, Multi-brand Store, Online Channels and Others (Counter shops, Make-up & Beauty Store))

##### 6.2.4. By Region

#### 6.3. Market Map

### **7. NORTH AMERICA EYEWEAR MARKET OUTLOOK**

#### 7.1. Market Size & Forecast

##### 7.1.1. By Value

#### 7.2. Market Share & Forecast

##### 7.2.1. By Product Type

##### 7.2.2. By End User

##### 7.2.3. By Distribution Channel

##### 7.2.4. By Country



### 7.3. North America: Country Analysis

#### 7.3.1. United States Eyewear Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Product Type

###### 7.3.1.2.2. By End User

###### 7.3.1.2.3. By Distribution Channel

#### 7.3.2. Canada Eyewear Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Product Type

###### 7.3.2.2.2. By End User

###### 7.3.2.2.3. By Distribution Channel

#### 7.3.3. Mexico Eyewear Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Product Type

###### 7.3.3.2.2. By End User

###### 7.3.3.2.3. By Distribution Channel

## 8. ASIA-PACIFIC EYEWEAR MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product Type

#### 8.2.2. By End User

#### 8.2.3. By Distribution Channel

#### 8.2.4. By Country

### 8.3. Asia-Pacific: Country Analysis

#### 8.3.1. China Eyewear Market Outlook

##### 8.3.1.1. Market Size & Forecast

###### 8.3.1.1.1. By Value

##### 8.3.1.2. Market Share & Forecast

###### 8.3.1.2.1. By Product Type

###### 8.3.1.2.2. By End User

- 8.3.1.2.3. By Distribution Channel
- 8.3.2. India Eyewear Market Outlook
  - 8.3.2.1. Market Size & Forecast
    - 8.3.2.1.1. By Value
  - 8.3.2.2. Market Share & Forecast
    - 8.3.2.2.1. By Product Type
    - 8.3.2.2.2. By End User
    - 8.3.2.2.3. By Distribution Channel
- 8.3.3. Japan Eyewear Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Product Type
    - 8.3.3.2.2. By End User
    - 8.3.3.2.3. By Distribution Channel
- 8.3.4. Australia Eyewear Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Product Type
    - 8.3.4.2.2. By End User
    - 8.3.4.2.3. By Distribution Channel
- 8.3.5. South Korea Eyewear Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Product Type
    - 8.3.5.2.2. By End User
    - 8.3.5.2.3. By Distribution Channel

## **9. EUROPE EYEWEAR MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By End User
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country

### 9.3. Europe: Country Analysis

#### 9.3.1. France Eyewear Market Outlook

##### 9.3.1.1. Market Size & Forecast

###### 9.3.1.1.1. By Value

##### 9.3.1.2. Market Share & Forecast

###### 9.3.1.2.1. By Product Type

###### 9.3.1.2.2. By End User

###### 9.3.1.2.3. By Distribution Channel

#### 9.3.2. United Kingdom Eyewear Market Outlook

##### 9.3.2.1. Market Size & Forecast

###### 9.3.2.1.1. By Value

##### 9.3.2.2. Market Share & Forecast

###### 9.3.2.2.1. By Product Type

###### 9.3.2.2.2. By End User

###### 9.3.2.2.3. By Distribution Channel

#### 9.3.3. Germany Eyewear Market Outlook

##### 9.3.3.1. Market Size & Forecast

###### 9.3.3.1.1. By Value

##### 9.3.3.2. Market Share & Forecast

###### 9.3.3.2.1. By Product Type

###### 9.3.3.2.2. By End User

###### 9.3.3.2.3. By Distribution Channel

#### 9.3.4. Italy Eyewear Market Outlook

##### 9.3.4.1. Market Size & Forecast

###### 9.3.4.1.1. By Value

##### 9.3.4.2. Market Share & Forecast

###### 9.3.4.2.1. By Product Type

###### 9.3.4.2.2. By End User

###### 9.3.4.2.3. By Distribution Channel

#### 9.3.5. Spain Eyewear Market Outlook

##### 9.3.5.1. Market Size & Forecast

###### 9.3.5.1.1. By Value

##### 9.3.5.2. Market Share & Forecast

###### 9.3.5.2.1. By Product Type

###### 9.3.5.2.2. By End User

###### 9.3.5.2.3. By Distribution Channel

## 10. SOUTH AMERICA EYEWEAR MARKET OUTLOOK

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type
  - 10.2.2. By End User
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Eyewear Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product Type
      - 10.3.1.2.2. By End User
      - 10.3.1.2.3. By Distribution Channel
  - 10.3.2. Argentina Eyewear Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product Type
      - 10.3.2.2.2. By End User
      - 10.3.2.2.3. By Distribution Channel
  - 10.3.3. Colombia Eyewear Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Product Type
      - 10.3.3.2.2. By End User
      - 10.3.3.2.3. By Distribution Channel

## **11. MIDDLE EAST AND AFRICA EYEWEAR MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Product Type
  - 11.2.2. By End User
  - 11.2.3. By Distribution Channel
  - 11.2.4. By Country

### 11.3. Middle East and Africa: Country Analysis

#### 11.3.1. South Africa Eyewear Market Outlook

##### 11.3.1.1. Market Size & Forecast

###### 11.3.1.1.1. By Value

##### 11.3.1.2. Market Share & Forecast

###### 11.3.1.2.1. By Product Type

###### 11.3.1.2.2. By End User

###### 11.3.1.2.3. By Distribution Channel

#### 11.3.2. Saudi Arabia Eyewear Market Outlook

##### 11.3.2.1. Market Size & Forecast

###### 11.3.2.1.1. By Value

##### 11.3.2.2. Market Share & Forecast

###### 11.3.2.2.1. By Product Type

###### 11.3.2.2.2. By End User

###### 11.3.2.2.3. By Distribution Channel

#### 11.3.3. UAE Eyewear Market Outlook

##### 11.3.3.1. Market Size & Forecast

###### 11.3.3.1.1. By Value

##### 11.3.3.2. Market Share & Forecast

###### 11.3.3.2.1. By Product Type

###### 11.3.3.2.2. By End User

###### 11.3.3.2.3. By Distribution Channel

## 12. MARKET DYNAMICS

### 12.1. Drivers

### 12.2. Challenges

## 13. MARKET TRENDS & DEVELOPMENTS

## 14. COMPETITIVE LANDSCAPE

### 14.1. EssilorLuxottica SA

### 14.2. Bausch Health Companies Inc.

### 14.3. Johnson & Johnson Services Inc.

### 14.4. The Cooper Companies Inc

### 14.5. Alcon Vision LLC

### 14.6. Feilmann AG

### 14.7. Carl Zeiss Meditec AG

14.8. Safilo Group S.p.A

14.9. De Rigo Vision S.p.A.

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 2: Global Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 3: Global Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 4: Global Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 5: Global Eyewear Market Share, By Company, By Value, 2020

Figure 6: Global Eyewear Market Share, By Region, By Value, 2020 & 2026F

Figure 7: Global Eyewear Market Map, Market Size (USD Million) & Growth Rate (%), 2020

Figure 8: North America Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 9: North America Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 10: North America Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 11: North America Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 12: North America Eyewear Market Share, By Country, By Value, 2020 & 2026F

Figure 13: United States Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 14: United States Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 15: United States Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 16: United States Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 17: Canada Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 18: Canada Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 19: Canada Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 20: Canada Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 21: Mexico Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 22: Mexico Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 23: Mexico Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 24: Mexico Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 25: Asia-Pacific Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 26: Asia-Pacific Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 27: Asia-Pacific Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 28: Asia-Pacific Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 29: Asia-Pacific Eyewear Market Share, By Country, By Value, 2020 & 2026F

Figure 30: China Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 31: China Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 32: China Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 33: China Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 34: India Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 35: India Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 36: India Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 37: India Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 38: Japan Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 39: Japan Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 40: Japan Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 41: Japan Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 42: Australia Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 43: Australia Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 44: Australia Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 45: Australia Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 46: South Korea Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 47: South Korea Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 48: South Korea Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 49: South Korea Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 50: Europe Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 51: Europe Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 52: Europe Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 53: Europe Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 54: Europe Eyewear Market Share, By Country, By Value, 2020 & 2026F

Figure 55: France Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 56: France Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 57: France Eyewear Market Share, By End User, By Value, 2016 -2026F



Figure 58: France Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 59: United Kingdom Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 60: United Kingdom Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 61: United Kingdom Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 62: United Kingdom Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 63: Germany Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 64: Germany Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 65: Germany Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 66: Germany Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 67: Italy Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 68: Italy Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 69: Italy Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 70: Italy Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 71: Spain Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 72: Spain Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 73: Spain Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 74: Spain Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 75: South America Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 76: South America Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 77: South America Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 78: South America Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 79: South America Eyewear Market Share, By Country, By Value, 2020 & 2026F

Figure 80: Brazil Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 81: Brazil Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 82: Brazil Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 83: Brazil Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 84: Argentina Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 85: Argentina Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 86: Argentina Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 87: Argentina Eyewear Market Share, By Distribution Channel, By Value, 2016

-2026F

Figure 88: Colombia Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 89: Colombia Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 90: Colombia Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 91: Colombia Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 92: Middle East & Africa Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 93: Middle East & Africa Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 94: Middle East & Africa Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 95: Middle East & Africa Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 96: Middle East & Africa Eyewear Market Share, By Country, By Value, 2020 & 2026F

Figure 97: South Africa Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 98: South Africa Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 99: South Africa Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 100: South Africa Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 101: Saudi Arabia Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 102: Saudi Arabia Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 103: Saudi Arabia Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 104: Saudi Arabia Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

Figure 105: UAE Eyewear Market Size, By Value (USD Million), 2016 -2026F

Figure 106: UAE Eyewear Market Share, By Product Type, By Value, 2016 -2026F

Figure 107: UAE Eyewear Market Share, By End User, By Value, 2016 -2026F

Figure 108: UAE Eyewear Market Share, By Distribution Channel, By Value, 2016 -2026F

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