

# **United States Eyewear Market, By Product Type (Sunglasses, Spectacles, Contact Lenses, Sports Eyewear, Others {Safety & Protection Eyewear, Transparent Eyeglasses, etc.}), By End User (Women, Men and Unisex), By Distribution Channel (Specialty Store, Supermarkets/Hypermarkets, Apparel Store, Online, and Others {Hospitals, Clinics, Make Up & Beauty Stores, etc.}), By Region, Competition Forecast & Opportunities, 2027F**

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## **Abstracts**

United States eyewear market is anticipated to grow at a CAGR of 5.84% during the forecast period to reach USD40.62 billion by 2027 due to changing lifestyles and growing fashion taste across the country. Another key element driving this market's expansion is that eyeglasses, regarded as a necessity for people with poor eyesight, are in high demand in the United States, along with sunglasses and contact lenses. To increase their consumer base, corporations also offer new items, such as smart sunglasses and spectacles. Furthermore, the growing presence of big enterprises on online sales platforms is fueling the market's growth in the country, and this trend is expected to continue during the projected period.

In the United States, almost 85% of the population uses sunglasses. Sunglasses provide protection from the extended exposure to the sun's UV radiation, which can cause cataracts, macular degeneration, and pterygium. The sunglasses shield the eyes from dangerous UV rays and reduce glare and increase the color and contrast of the vision, making driving and other activities easier. Sunglasses are also worn to protect the eyes after surgery and alleviate headaches and migraines, commonly caused by

strong sunlight.

The COVID-19 pandemic hindered the eyewear industry's growth. Demand for eyeglasses declined marginally in the market due to the pandemic and store closures. The lockdown impacted labor and resource availability, impacting the eyewear industry's manufacturing scale. The eyeglass supply chain was harmed because of transportation constraints.

### Rising Standard of Living of Consumers Boosting the Market Growth

The living standard of consumers is rising in the United States as per capita income rises. People are opting for a more leisurely lifestyle that prioritizes safety, and this tendency has fueled the growth of various modern technology businesses. According to the Federal Reserve Bank of St. Louis, Americans' per capita disposable income was around USD42.44 thousand in January 2015, grew to USD50.74 thousand in January 2020, and increased again to USD58.04 thousand in January 2021. These are some of the most important aspects that will influence eyewear demand in the upcoming years.

### Rising Demand for Smart Eyewear Among the Consumers

The eye care industry has seen a new trend in developing smart glasses since Google introduced their smart glasses in 2013. Although it was pulled from the market after 18 months due to its high cost and inconvenience, smart glasses with better functions are constantly being introduced by manufacturers. In 2021, for example, Meta (formerly known as Facebook) teamed up with Ray-Ban to release the first smart glasses, dubbed 'Ray-Ban Stories.' Users may listen to music, make phone conversations, and capture photos and short films using the glasses, which they can share across Meta's services via a companion app. In the same way, Amazon will offer an improved version of its smart eyeglasses, the Echo Frames, in 2020. The new Echo Frames connect to an iOS or Android phone through Bluetooth and then to the Alexa app.

### Rising Online Sales of Eyewear Fueling the Market Growth

Due to the growing internet penetration in the United States, an increasing share of consumers prefer to purchase eyewear through online channels. Manufacturers may be able to reach out to the most remote regions of cities without the need for a physical facility due to online sales, which are backed up by a range of distribution networks and logistics. Customers are increasingly turning to the internet to purchase eyewear due to various factors such as a huge number of products to pick from, discounts, and deals

offered online.

## Market Segmentation

The United States eyewear market is segmented based on product type, end user, distribution channel, region, and competition landscape. Based on product type, the market is further fragmented into sunglasses, spectacles, contact lenses, sports eyewear, others {safety & protection eyewear, transparent eyeglasses}. Based on end user, the market is segmented into women, men and unisex. Also, segmentation of the market on the grounds of distribution channel is done into specialty store, supermarkets/hypermarkets, apparel store, online, and others {hospitals, clinics, make up & beauty stores, etc.}.

## Company Profiles

EssilorLuxottica SA, Bausch Health Companies Inc., Johnson & Johnson Vision Care, Inc., Alcon Vision LLC, The Cooper Companies, Inc., Safilo USA, Inc., Menicon America, Inc., Hoya Vision Care, Carl Zeiss Vision Inc., Zenni Optical, Inc. are among the major market players in the United States eyewear market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022E

Forecast Period: 2023F–2027F

## Report Scope:

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

United States Eyewear Market, By Product Type:

Sunglasses

Spectacles

Contact Lenses

Sports Eyewear

Others

#### United States Eyewear Market, By End User:

Unisex

Women

Men

#### United States Eyewear Market, By Distribution Channel:

Specialty Store

Supermarkets/Hypermarkets

Apparel Store

Online

Others

#### United States Eyewear Market, By Region:

South

West

Mid-West

North-East

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in United States eyewear market.

## Available Customizations:

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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