

World Market for Eyewear

January 2024

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2023 gains in eyewear fuelled by travel revival and consumers' health awareness...

...but the global economy continues to face an increasingly uncertain outlook

Sunglasses leads five-year growth across multiple markets

Asia Pacific set to outpace Western Europe by 2025 to become the second largest region

Sunglasses is fastest growing eyewear category, while spectacles remains dominant

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TOP FIVE TRENDS SHAPING THE INDUSTRY

Omnichannel is the way of the future for eyewear

Dubai-based Eyewa enters into physical retail space with 50 stores in two years across GCC

VR store Sunglasses Hut Utopia is created by EssilorLuxottica for summer 2022 campaign

Bausch & Lomb launches #LUMIFYEyeDance TikTok challenge in the US

Visionary Holdings partners with Uber Eats to deliver contact lenses in Japan

M&A activity hots up in eyewear

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German start-up Reframd launches "Afropolitan" sunglasses designed to fit black faces

UK Specsavers committed to changing its children's range to ensure glasses are inclusive

TOP FIVE TRENDS SHAPING THE INDUSTRY

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TOP TRENDS SHAPING THE INDUSTRY

German Zeiss Vision sets sights on tackling myopia in China with Zeiss Myocare launch

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