

# Eyewear in Switzerland

December 2023

Table of Contents

### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

### MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2018-2023

Table 2 - Sales of Eyewear by Category: Value 2018-2023

Table 3 - Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Eyewear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Eyewear: % Value 2018-2022

Table 6 - LBN Brand Shares of Eyewear: % Value 2019-2022

Table 7 - Distribution of Eyewear by Format: % Value 2018-2023

Table 8 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 9 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Contact Lenses and Solutions in Switzerland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifting consumer preferences in contact lenses following COVID-19

Increase in orthokeratology lenses for Myopia management and prevention

Major players continue to lead with wide portfolios and innovation

#### PROSPECTS AND OPPORTUNITIES

Daily disposable has strong prospects, offering a solution to busy lifestyles

Projected growth and innovation in myopia management market

E-commerce adoption grows, supported by subscription models

### CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2018-2023

Table 13 - Sales of Contact Lenses by Category: Value 2018-2023

Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 15 - Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 16 - Sales of Contact Lens Solutions: Value 2018-2023

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 18 - Sales of Contact Lenses by Type: % Value 2018-2023

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023

Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023

Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023

Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023

Table 23 - NBO Company Shares of Contact Lenses: % Value 2018-2022

Table 24 - LBN Brand Shares of Contact Lenses: % Value 2019-2022

Table 25 - Distribution of Contact Lenses by Format: % Value 2018-2023

Table 26 - Distribution of Contact Lens Solutions by Format: % Value 2018-2023

Table 27 - Forecast Sales of Contact Lenses by Category: Volume 2023-2028

Table 28 - Forecast Sales of Contact Lenses by Category: Value 2023-2028

Table 29 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028

Table 31 - Forecast Sales of Contact Lens Solutions: Value 2023-2028

Table 32 - Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## Spectacles in Switzerland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in frames and lenses driven by demand for progressive and multifocal lenses

Leaders launch innovations to adapt to trends in personalisation

Omnichannel strategies boost growth of e-commerce and optical goods stores

#### PROSPECTS AND OPPORTUNITIES

Demographic developments ensure stable demand for spectacles

Shifting design demands, customisation, and material innovations drive growth

Challenges for smaller providers with regulations and approvals

#### CATEGORY DATA

Table 33 - Sales of Spectacles by Category: Volume 2018-2023

Table 34 - Sales of Spectacles by Category: Value 2018-2023

Table 35 - Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 36 - Sales of Spectacles by Category: % Value Growth 2018-2023

Table 37 - Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 38 - NBO Company Shares of Spectacles: % Value 2018-2022

Table 39 - LBN Brand Shares of Spectacles: % Value 2019-2022

Table 40 - Distribution of Spectacles by Format: % Value 2018-2023

Table 41 - Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 42 - Forecast Sales of Spectacles by Category: Value 2023-2028

Table 43 - Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 44 - Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

## Sunglasses in Switzerland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustainable options and inflation drives retail value growth in 2023

A mix of health and fashion players have a place on the consolidated landscape

E-commerce maintains strong growth as optical goods stores dominate sales

#### PROSPECTS AND OPPORTUNITIES

Growth slows over the forecast period compared to the post-COVID-19 recovery

Design is set to focus on durability and lightweight frames

Distribution channels evolve as e-commerce challenges large manufacturers

#### CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2018-2023

Table 46 - Sales of Sunglasses: Value 2018-2023

Table 47 - Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 - Sales of Sunglasses: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 - LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 - Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 - Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 - Forecast Sales of Sunglasses: Value 2023-2028

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/eyewear-in-switzerland/report](https://www.euromonitor.com/eyewear-in-switzerland/report).