



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

India and China remain attractive growing markets for eyewear players

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Dutch Ace & Tate shocked the optical industry with its brutally honest sustainable marketing

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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Putting ethnicity and gender in the frame

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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