



Euromonitor
International

Spectacles in Poland

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Value Expansion Amid Stable Population Trends

Spectacle Lenses Dominate with Premiumisation Driving Growth of Readymade Glasses

Chart 1 - Zeiss Expands Lenses Portfolio for Everyday Needs

Leica and Kodano Innovate to Enhance Eye Health and Purchase Speed

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Optometrists' Expanded Role and Ai Precision Drive Growth Opportunities

Spectacle Lenses to Remain Largest Contributor to Value as Myopia Control Lenses Accelerate

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Consolidate Shares Amid Moderate Fragmentation and Premium Growth

Strategic Acquisition and Innovative Launches Bolster Growth and Differentiation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Optical Stores Consolidate Dominance Supported by Professional Care Recognition

Boutique Showrooms and Rebranded Chains Reshape Retail Experiences in Urban Areas

Retail E-Commerce Expands Gradually with Digital Tools Enhancing Customer Engagement

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Spectacles

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Spectacles

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Strong Growth Driven by Rising Consumer Expenditure and Innovation
Spectacles Drive Value Due to Technological and Educational Advances
Retail Innovation and Personalisation Enhance Consumer Experience and Product Appeal
Chart 17 - Value Sales 2021-2031
Chart 18 - Volume Sales 2021-2031
Chart 19 - Value Sales by Category 2026
Chart 20 - Zeiss Expands Ai-Supported Personalisation

WHAT'S NEXT?

Innovation and Trading up to Sustain Steady Growth with Shifting Category Dynamics
Optical Stores to Evolve into Experiential Destinations Enhancing Personalised Consumer Care
Competition to Intensify with Innovation and New Players Reshaping Consumer Choices
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Leverage Scale, Innovation and Professional Endorsements
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintain Dominance While E-Commerce Accelerates Growth
Digital Innovation and Professional Care Shape Consumer Buying Experiences
Kodano Optyk and Alensa Innovate Retail Formats to Capture Evolving Demand
Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Eyewear
Chart 27 - Real Gdp Growth 2021-2031
Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Eyewear
Chart 30 - Population 2021-2031
Chart 31 - Consumer Expenditure 2021-2031
Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/spectacles-in-poland/report.