



Euromonitor
International

World Market for Eyewear

August 2024

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Our expert's view of Eyewear in 2024

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Key findings

Consumers willing to embrace digitalisation and sustainability, while seeking value for money

Top market trends in eyewear

Eyewear top trends in 2024

Drivers of consumer markets and impact on eyewear

Trends in eyewear are linked to consumer health, luxury and fashion, and digital consumer

STATE OF THE INDUSTRY

Global eyewear industry rises above inflationary pressures in 2024

Inflationary pressures across countries ease, but remain above long-term average

Asia sees fastest growth in contacts lenses, while sunglasses boom in Europe

North America growth engine for global eyewear, with Asia Pacific advancing closely behind

Spectacles remains the largest category, while daily disposables see strong demand

India, China offer potential for investment in global eyewear, while Mexican growth stabilises

E-commerce gains share from optical goods stores in key markets such as France and India

LEADING COMPANIES AND BRANDS

Top players lead in the West, while local players maintain dominance in emerging markets

Leading optical giant EssilorLuxottica continues to prove its worth in eyewear

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Spectacles continues to be the largest eyewear category globally

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