



Euromonitor
International

Sunglasses in Türkiye

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Strong Value Growth Driven Rising Consumer Spending Despite Inflation

Premium and Mass Products Capture Growing Consumer Interest Amid Generational Divides

Atasun Optik'S Influencer Campaigns and Sustainability Shape Consumer Choices

Chart 1 - Atasun Youtube Shorts Campaigns

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

WHAT'S NEXT?

Economic Pressures Likely to Limit Volume Growth, but Value Growth Will Remain Dynamic

Price-Sensitive and Affluent Consumers Set to Drive Polarised Spending Patterns

Eyewear Retailers to Adopt Omnichannel Strategies to Balance Trust and Digital Growth

Chart 4 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Leading Companies Adapt to Shifting Shares Amid Growing Competition

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintains Dominance While Retail E-Commerce Gains Traction

Digital Innovation and Omnichannel Strategies Reshape Consumer Experiences and Engagement

Chart 7 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 8 - Economic Context for Sunglasses

Chart 9 - Real GDP Growth 2021-2031

Chart 10 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 11 - Consumer Context for Sunglasses

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in Türkiye - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Eyewear

INDUSTRY PERFORMANCE

Eyewear Value Sales Surge Amid Inflation, Rising Consumer Expenditure and Population Growth
Spectacles Dominates Sales, Driven by Established Clinical Demand and Broad Appeal
Chart 16 - A New Diopter Range for MiYOSMART Spectacle Lenses
Growth in Sunglasses Propelled by Influencer Campaigns and Sustainable Product Launches
Chart 17 - Atasun Youtube Shorts Campaigns
Chart 18 - Value Sales 2021-2031
Chart 19 - Volume Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Population Growth and Rising Consumer Expenditure Expected to Boost Sales
Local Manufacturers Set to Adopt Eco-Friendly Materials to Meet Rising Sustainability Demand
Digitalisation and Regulatory Shifts Will Create New Opportunities for Smart Eyewear Distribution
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Luxottica Innovates and Sustains Lead but Sees Slight Share Shift
Innovation and Premiumisation Drive Growth Opportunities for Eyewear Companies
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Optical Goods Stores Leads Sales by Integrating Digital Tools and Personalised Service
Chart 25 - Retail Channels 2021-2026

PRODUCTS

Key Trends Shaping Product Development
Chart 26 - Both Local and International Brands Offer Sustainable Eyewear
Technological and Functional Advancements in Eyewear
Commercial Outcomes of Strategic Product Enhancements

ECONOMIC CONTEXT

Chart 27 - Economic Context for Eyewear
Chart 28 - Real GDP Growth 2021-2031
Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Eyewear
Chart 31 - Population 2021-2031
Chart 32 - Consumer Expenditure 2021-2031
Chart 33 - 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/sunglasses-in-turkiye/report.