

# Eyewear in the US

May 2024

**Table of Contents** 

# Eyewear in the US

# EXECUTIVE SUMMARY

Eyewear in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for eyewear?

## MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2019-2024Table 2 - Sales of Eyewear by Category: Value 2019-2024Table 3 - Sales of Eyewear by Category: % Volume Growth 2019-2024Table 4 - Sales of Eyewear by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Eyewear: % Value 2019-2023Table 6 - LBN Brand Shares of Eyewear: % Value 2020-2023Table 7 - Distribution of Eyewear by Category: Volume 2024-2029Table 8 - Forecast Sales of Eyewear by Category: Volume 2024-2029Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

# DISCLAIMER

# SOURCES

Summary 1 - Research Sources

#### Contact Lenses and Solutions in the US

#### KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Daily disposables lenses (DD) are still at the forefront of growth Major players, led by Johnson & Johnson Vision Care, dominate contact lenses in 2023 Toric and multifocal lenses on the rise

#### PROSPECTS AND OPPORTUNITIES

Sustainability increasingly important for both consumers and players Players discover various ways to expand their target audience Eye health education and personalised solutions will be vital pieces of the success story of contact lenses

#### CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2019-2024
Table 13 - Sales of Contact Lenses by Category: Value 2019-2024
Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2019-2024
Table 15 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
Table 16 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
Table 17 - Sales of Contact Lens Solutions: Value 2019-2024
Table 18 - Sales of Contact Lenses by Type: % Value Growth 2019-2024
Table 19 - Sales of Contact Lenses by Type: % Value 2019-2024
Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024
Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024
Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024
Table 23 - NBO Company Shares of Contact Lenses: % Value 2019-2023

- Table 24 LBN Brand Shares of Contact Lenses: % Value 2020-2023
- Table 25 Distribution of Contact Lenses by Format: % Value 2019-2024
- Table 26 Distribution of Contact Lens Solutions by Format: % Value 2019-2024
- Table 27 Forecast Sales of Contact Lenses by Category: Volume 2024-2029
- Table 28 Forecast Sales of Contact Lenses by Category: Value 2024-2029
- Table 29 Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029
- Table 30 Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029
- Table 31 Forecast Sales of Contact Lens Solutions: Value 2024-2029
- Table 32 Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

## Spectacles in the US

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Demand for spectacle frames and lenses stabilises as consumers revert to normal purchasing practices Acquisitions and luxury brand expansion into spectacles continue to be growth drivers for leading players in spectacles Myopia control spectacle lenses undergo innovation for increased wear comfort

#### PROSPECTS AND OPPORTUNITIES

Growth of spectacles set to soften over the forecast period E-commerce performance slows as retailers and brands focus on improving in-person shopping experiences Optic technology revolution: The future of Al integration and smart hardware

# CATEGORY DATA

- Table 33 Sales of Spectacles by Category: Volume 2019-2024
- Table 34 Sales of Spectacles by Category: Value 2019-2024
- Table 35 Sales of Spectacles by Category: % Volume Growth 2019-2024
- Table 36 Sales of Spectacles by Category: % Value Growth 2019-2024
- Table 37 Sales of Spectacle Lenses by Type: % Value 2019-2024
- Table 38 NBO Company Shares of Spectacles: % Value 2019-2023
- Table 39 LBN Brand Shares of Spectacles: % Value 2020-2023
- Table 40 Distribution of Spectacles by Format: % Value 2019-2024
- Table 41 Forecast Sales of Spectacles by Category: Volume 2024-2029
- Table 42 Forecast Sales of Spectacles by Category: Value 2024-2029
- Table 43 Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029
- Table 44 Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

# Sunglasses in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sunglasses experiences a downturn amidst economic uncertainty Shift in the competitive landscape: Decline for luxury brands, value brands on the rise E-commerce shift: Affordable online purchases and cautious in-store shopping

#### PROSPECTS AND OPPORTUNITIES

Anticipated moderate volume decline in demand for sunglasses over the forecast period Retailers' embrace of evolving omnichannel strategies Seizing opportunities with tech-infused sunglasses to capture consumers' interest

# CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2019-2024

Table 46 - Sales of Sunglasses: Value 2019-2024Table 47 - Sales of Sunglasses: % Volume Growth 2019-2024Table 48 - Sales of Sunglasses: % Value Growth 2019-2024Table 49 - NBO Company Shares of Sunglasses: % Value 2019-2023Table 50 - LBN Brand Shares of Sunglasses: % Value 2020-2023Table 51 - Distribution of Sunglasses by Format: % Value 2019-2024Table 52 - Forecast Sales of Sunglasses: Volume 2024-2029Table 53 - Forecast Sales of Sunglasses: Value 2024-2029Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2024-2029Table 55 - Forecast Sales of Sunglasses: % Value Growth 2024-2029

# 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-the-us/report.