

Eyewear in Australia

June 2024

Table of Contents

Eyewear in Australia

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 2019-2024

Table 2 - Sales of Eyewear by Category: Value 2019-2024

Table 3 - Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 4 - Sales of Eyewear by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Eyewear: % Value 2019-2023

Table 6 - LBN Brand Shares of Eyewear: % Value 2020-2023

Table 7 - Distribution of Eyewear by Format: % Value 2019-2024

Table 8 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 9 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Australia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on daily disposable lenses

Optometrists are a key influence in the purchasing decision

Myopia control increasingly important trend within local eyewear

PROSPECTS AND OPPORTUNITIES

Brand awareness, availability, and developing relationships with consumers

E-commerce to further support the customer's path to purchase

Specsavers has significant presence in distributing 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 Lens Solutions: Value 2019-2024

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2019-2024

Table 18 - Sales of Contact Lenses by Type: % Value 2019-2024

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % 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 Australia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wider offer helps strengthen access and consumer empowerment
- Specsavers maintains leadership due to wide distribution network
- Myopia awareness continues to grow each year in Australia

PROSPECTS AND OPPORTUNITIES

- Education in terms of prevention to create new opportunities for spectacles
- Customisation to appeal to various demographics
- Luxury sustainable eyewear an attractive factor for older generations

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 Australia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fashion trends help keep category fresh following recovery
- Sustainability efforts focus on Generation Z
- Luxottica strengthens leadership of sunglasses with wide brand portfolio

PROSPECTS AND OPPORTUNITIES

- Tourism likely to have further positive external influence on future sales
- Physical stores will retain some importance despite leadership of e-commerce
- Focusing on different segments to stand out from competitors

CATEGORY DATA

- Table 45 - Sales of Sunglasses: Volume 2019-2024

Table 46 - Sales of Sunglasses: Value 2019-2024

Table 47 - Sales of Sunglasses: % Volume Growth 2019-2024

Table 48 - Sales of Sunglasses: % Value Growth 2019-2024

Table 49 - NBO Company Shares of Sunglasses: % Value 2019-2023

Table 50 - LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 51 - Distribution of Sunglasses by Format: % Value 2019-2024

Table 52 - Forecast Sales of Sunglasses: Volume 2024-2029

Table 53 - Forecast Sales of Sunglasses: Value 2024-2029

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 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-australia/report.