



Euromonitor
International

Eyewear in the Philippines

July 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Driven by Rising Consumer Expenditure and Urban Demand

Contact Lenses and Solutions Lead Growth While Spectacles Dominate Value Sales

Chart 1 - Hoya Miyosmart Lenses Redefine Child Eye Care in the Philippines

Brands Leverage Innovation and Social Media to Expand Premium and Lifestyle Segments

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Consumer Sophistication to Drive Growth in Lifestyle and Health Eyewear

Brands Set to Integrate Technology and Fashion to Capture Younger, Health-Conscious Consumers

Omnichannel Innovation and Health Focus to Create Premiumisation and Niche Opportunities

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Shifting Brand Dynamics

Emerging Brands Leverage Innovation and Social Media to Capture Youth Segments

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Optical Stores Maintain Dominance While E-Commerce Accelerates Growth

Hybrid Retail and Digital Innovation Reshape Consumer Shopping Habits

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Eyewear

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Eyewear

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Contact Lenses and Solutions in the Philippines

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Expanding Population and Consumer Expenditure
Contact Lenses Dominate Sales as Personalisation Gains Traction
Influencers Reshape Consumer Demand through Digital Engagement
Chart 17 - Contact Lenses Emerge as Beauty Accessories in the Philippines
Chart 18 - Value Sales 2021-2031
Chart 19 - Volume Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Urban Myopia and Growing Purchasing Power to Support Sustained Growth
Omnichannel Retail and Advanced Lens Innovation to Expand Consumer Reach and Choice
Fashion Trends and Health Concerns to Drive Premiumisation and Product Diversification
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Control through Broad Portfolios and Distribution
Emerging Brands Gain Traction with Niche Offerings and Targeted Strategies
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead Due to Consumer Trust in Specialist Knowledge
E-Commerce Expands Access and Competes through Convenience and Variety
Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Contact Lenses and Solutions
Chart 27 - Real Gdp Growth 2021-2031
Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Contact Lenses and Solutions
Chart 30 - Population 2021-2031
Chart 31 - Consumer Expenditure 2021-2031
Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Spectacles in the Philippines](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Slight Volume Decline in Spectacles
Spectacle Lenses Dominate While Readymade Reading Glasses Regain Further Momentum
Optical Chains Leverage Myopia Management and Digital Engagement to Boost Premium Sales
Chart 33 - Myopia Management Drives Premium Lenses
Chart 34 - Value Sales 2021-2031
Chart 35 - Volume Sales 2021-2031
Chart 36 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Demand for Corrective and Fashion Eyewear to Shape Steady Growth Trajectory
Digital Innovation and Price Sensitivity Drive Evolving Consumer Behaviour
Specialised Product Development and Sustainability Initiatives Reshape Competitive Dynamics
Chart 37 - Forecast Value Sales 2021-2031
Chart 38 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Expand Dominance through a Mix of Premiumisation and Brand Equity
Emerging Brands and Innovation Drive Differentiation and Growth Opportunities
Chart 39 - Company Shares 2025
Chart 40 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead with Professional Advice
Omnichannel Strategies Support Online Discovery but In-Store Purchase
Hybrid Retail Concepts and Digital Engagement Expand Reach and Appeal
Chart 41 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 42 - Economic Context for Spectacles
Chart 43 - Real Gdp Growth 2021-2031
Chart 44 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 45 - Consumer Context for Spectacles
Chart 46 - Population 2021-2031
Chart 47 - Consumer Expenditure 2021-2031
Chart 48 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sunglasses in the Philippines](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Value Growth Contrasts with Volume Decline Amid Rising Consumer Spending
Local Affordable Designs and Digital Platforms Drive Accessible Fashion Eyewear
Influencers and Eco-Conscious Brands Reshape Fashion and Sustainability Appeal
Chart 49 - Sustainable Shades: Eco-Friendly Sunglasses Gain Ground in the Philippines
Chart 50 - Value Sales 2021-2031
Chart 51 - Volume Sales 2021-2031

WHAT'S NEXT?

Rising Disposable Incomes and Urban Lifestyles to Drive Premium Demand Despite Volume Decline
Digital Platforms Set to Reshape Consumer Engagement
Product Innovation: Balancing Fashion, Functionality, and Sustainability
Chart 52 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Leading Global Players Strengthen Dominance through Brand Portfolio and Partnerships
Emerging Local Brands Leverage Digital Strategies and Innovation to Capture Niche Growth
Chart 53 - Company Shares 2025
Chart 54 - Brand Shares 2025

CHANNELS

Retail Offline Dominates through Personalised Service
Retail E-Commerce Growth Fuels Mass-Market Demand through Convenience and Influencer Marketing
Chart 55 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 56 - Economic Context for Sunglasses
Chart 57 - Real Gdp Growth 2021-2031
Chart 58 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 59 - Consumer Context for Sunglasses
Chart 60 - Population 2021-2031
Chart 61 - Consumer Expenditure 2021-2031
Chart 62 - 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/eyewear-in-the-philippines/report.