



Euromonitor  
International

# Eyewear in Switzerland

July 2026

Table of Contents

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## INDUSTRY PERFORMANCE

Contact Lenses and Solutions Drives Significant Volume Growth through Innovation

Bausch & Lomb Ag'S Multifocal Lens Exemplifies Tailored Vision Care, Meeting Active Needs

Moncler Integrates Sustainability and Luxury to Strengthen Brand Appeal

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

## WHAT'S NEXT?

Contact Lenses and Solutions to Lead Growth Amid Evolving Consumer Demands

Manufacturers to Innovate with Technology and Sustainability to Meet Evolving Expectations

Personalised Retail Experiences and Omnichannel Strategies Enhance Consumer Engagement

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Companies Consolidate Shares as Competition Intensifies among Niche Players

Innovative Designs and Private Label Expansion Drive Market Evolution and Growth Opportunities

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Maintain Dominance as Apparel and Footwear Specialists and E-Commerce Grow

Multi-Channel Strategies and Fashion Focus Reshape Retail Competition

Retail E-Commerce Challenges Offline Dominance with Innovation and Convenience

Chart 8 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 9 - Economic Context for Eyewear

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 12 - Consumer Context for Eyewear

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Contact Lenses and Solutions in Switzerland](#)

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

## INDUSTRY PERFORMANCE

Premium Daily Disposables and Advanced Designs Lead Value Growth through Precise Personalisation  
Tailored Vision Care and Innovation beyond Myopia Fuel Growth  
Consumer Education and Myopia Management Initiatives Boost Long-Term Demand Potential  
Chart 16 - Value Sales 2021-2031  
Chart 17 - Volume Sales 2021-2031  
Chart 18 - Value Sales by Category 2026

## WHAT'S NEXT?

Innovations in Personalised and Smart Lenses to Drive Steady Category Growth  
Contact Lenses to Lead Growth, While Solutions Face Decline  
Technological Advances and Personalised Care to Reshape Business Models and Consumer Trust  
Chart 19 - Forecast Value Sales 2021-2031  
Chart 20 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Top Players Sustain Leadership Amid Evolving Competition  
Chart 21 - Company Shares 2025  
Chart 22 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Retain Dominance as Online Retail Surges Ahead  
Online Retail Captures Growing Share with Convenience and Subscription Appeal  
Chart 23 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 24 - Economic Context for Contact Lenses and Solutions  
Chart 25 - Real Gdp Growth 2021-2031  
Chart 26 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 27 - Consumer Context for Contact Lenses and Solutions  
Chart 28 - Population 2021-2031  
Chart 29 - Consumer Expenditure 2021-2031  
Chart 30 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Spectacles in Switzerland](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Spectacles Summary

## INDUSTRY PERFORMANCE

Steady Growth Amid Evolving Consumer Demand and Economic Stability  
Spectacle Lenses Leads Volumes, While Readymade Reading Glasses Shows Robust Value Growth  
Hoyalux iD?MySense Advances Personalised Lenses, While Sustainability and Smart Tech Gain Ground  
Chart 31 - Hoyalux iD MySense's Progressive Lense For a More Natural, Intuitive Transition  
Chart 32 - Value Sales 2021-2031  
Chart 33 - Volume Sales 2021-2031  
Chart 34 - Value Sales by Category 2026

## WHAT'S NEXT?

Consumers and Demographics Sustain Steady Growth in Value Despite Volume Growth Slowdown

Readymade Reading Glasses to Lead Value Growth, While Spectacle Lenses Leads Volume  
Brand Innovation and Sustainability to Drive Premiumisation and Personalised Offerings  
Chart 35 - Forecast Value Sales 2021-2031  
Chart 36 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Top Players Strengthen Lead Amid Growing Luxury Competition  
Innovation and Premium Launches Open Growth Avenues for Luxury and Personalised Eyewear  
Chart 37 - Company Shares 2025  
Chart 38 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Maintain Dominance as E-Commerce Accelerates Growth  
Retail E-Commerce Expands by Capturing Convenience and Digital-Savvy Consumers  
Chart 39 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 40 - Economic Context for Spectacles  
Chart 41 - Real Gdp Growth 2021-2031  
Chart 42 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 43 - Consumer Context for Spectacles  
Chart 44 - Population 2021-2031  
Chart 45 - Consumer Expenditure 2021-2031  
Chart 46 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Sunglasses in Switzerland](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Sunglasses Summary

## INDUSTRY PERFORMANCE

Steady Volume Growth Reflects Stable Demand Amid Rising Consumer Spending  
Giorgio Armani Elevates Luxury Appeal through Functional Alpine Sunglasses Innovation  
Invu and Stella McCartney Capture Growing Demand for Functional and Sustainable Eyewear  
Chart 47 - Sustainable by Design: Stella McCartney's Luxury Sunglasses  
Chart 48 - Value Sales 2021-2031  
Chart 49 - Volume Sales 2021-2031

## WHAT'S NEXT?

Premium Innovation and Sustainability Drive Stable Growth Amid Saturation  
Brands Leveraging Sustainability and Performance Gain Competitive Advantage  
Steady Population Growth and Rising Consumer Expenditure Underpin Purchasing Power  
Chart 50 - Forecast Value Sales 2021-2031

## COMPETITIVE LANDSCAPE

Top Players Strengthen Lead Amid Focused Brand Growth  
Chart 51 - Company Shares 2025  
Chart 52 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Maintains Lead as E-Commerce Accelerates Growth

Retail E-Commerce Drives Growth with Convenience and Tech-Savvy Offerings

Chart 53 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 54 - Economic Context for Sunglasses

Chart 55 - Real Gdp Growth 2021-2031

Chart 56 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 57 - Consumer Context for Sunglasses

Chart 58 - Population 2021-2031

Chart 59 - Consumer Expenditure 2021-2031

Chart 60 - 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-switzerland/report](https://www.euromonitor.com/eyewear-in-switzerland/report).