



Euromonitor  
International

# Eyewear in the Netherlands

July 2026

Table of Contents

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## INDUSTRY PERFORMANCE

Economic Resilience, Health, and Fashion Trends

Chart 1 - Versatile Lenses Encourage Consumers to Experiment

Innovation and Eye Health Fuel Growth across Dutch Eyewear

Retailers and Brands Leverage Awareness Campaigns to Boost Demand

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

## WHAT'S NEXT?

Immigration and Ageing Population to Fuel Sustained Demand Growth

Contact Lenses Set to Gain Ground Amid Changing Consumer Habits

Health Campaigns and Digital Lifestyles to Reshape Consumer Behaviour and Retail Strategies

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Multinationals Consolidate Positions through Innovation and Licensing

Niche Brands Leverage Sustainability and Fashion Trends to Capture Emerging Demand

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Lead with Trusted Expertise

Retail E-Commerce Reshapes Competition with Convenience and Digital Innovation

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

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

## INDUSTRY PERFORMANCE

Steady Growth Supported by Population and Income Expansion

Contact Lenses Dominate with Functional Innovation Driving Consumer Adoption

Chart 17 - Functional lenses that Help Treat Astigmatism

Sustainability Expands Reach within Contact Lenses

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

## WHAT'S NEXT?

Manufacturers to Target Younger Users with Innovative and Convenient Lenses to Drive Growth

Contact Lenses to Maintain Largest Share While Solutions Grow Steadily on Sustainability Efforts

Technological Advances and Sustainability Reshape Consumer Behaviour and Business Strategies

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Dominance through Innovation and Targeted Marketing

Emerging Niche Brands Intensify Competition through Focused Innovation and Marketing

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Defend Offline Leadership

E-Commerce Reshapes Consumer Access with Specialised Online Retailers Leading Value Growth

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 Netherlands](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Spectacles Summary

## INDUSTRY PERFORMANCE

Steady Growth Driven by Innovation and Premiumisation Boosts Sales Value

Readymade Reading Glasses Leads Growth From Lower Sales Base

Carl Zeiss and Niche Brands Leverage Innovation and Sustainability for Premium Appeal

Chart 33 - European Handcrafted Spectacles

Chart 34 - Value Sales 2021-2031

Chart 35 - Volume Sales 2021-2031

Chart 36 - Value Sales by Category 2026

## WHAT'S NEXT?

How Ageing Population and Premiumisation Will Shape Dutch Eyewear

Manufacturers to Respond to Health Concerns with Advanced Eyewear Solutions

Fashion-Forward Marketing Set to Create New Growth Avenues for Eyewear Manufacturers

Chart 37 - Forecast Value Sales 2021-2031

Chart 38 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions with Continuous Product Development

Innovation and Sustainability Drive Brand Differentiation and Growth Opportunities

Chart 39 - Company Shares 2025

Chart 40 - Brand Shares 2025

## CHANNELS

Expertise Offered by Optical Goods Stores Ensures Dominance

E-Commerce Growth Reshapes Purchasing Patterns with Digital Tools and Price Sensitivity

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 Netherlands](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Sunglasses Summary

## INDUSTRY PERFORMANCE

Steady Growth Supported by Fashion Appeal and Rising Consumer Expenditure

Licensed Sports Brands Leverage Consumer Lifestyle Trends to Boost Visibility and Sales

Chart 49 - Licensed Brand Looks to Leverage Local Interest in Sports

Sustainability and Influencer Marketing Drive Consumer Engagement and Premium Positioning

Chart 50 - Value Sales 2021-2031

Chart 51 - Volume Sales 2021-2031

## WHAT'S NEXT?

Population Growth and Lifestyle Shifts to Drive Steady Sales Expansion

Licensed and Sports-Oriented Products to Attract Diverse Consumers

E-Commerce Growth and Innovation

Chart 52 - Forecast Value Sales 2021-2031

## COMPETITIVE LANDSCAPE

Luxottica Expands Leadership through Strategic Brand Focus and Market Scale

Etnia Barcelona Gains Foothold by Blending Sustainability with Targeted Marketing

Chart 53 - Company Shares 2025

Chart 54 - Brand Shares 2025

## CHANNELS

Price-Conscious Consumers Drive Growth of Apparel Retailers

E-Commerce Accelerates as Consumers Seek Discounts and Convenience Online

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-netherlands/report](https://www.euromonitor.com/eyewear-in-the-netherlands/report).