



Euromonitor
International

Sunglasses in Singapore

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Affluent Consumers and Rising Expenditure

Victoria Beckham Eyewear Boosts Luxury Appeal through Targeted Launches

Chart 1 - Victoria Beckham Eyewear Launches New Collection in Singapore

Asian Brands and Omnichannel Retail Enhance Consumer Engagement and Reach

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

WHAT'S NEXT?

International Travel and Premiumisation Set to Drive Steady Volume and Value Growth

Technology Enthusiasts Expected to Adopt Smart Sunglasses Despite Privacy Concerns

Omnichannel Retail and Product Differentiation to Support Expansion

Chart 4 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Kering and Essilorluxottica Shape Dynamics Despite Shifting Consumer Preferences

Oakley'S Limited Edition Release Highlights Brand-Driven Premium Growth

Lenskart Acquisition and Htc Ai Smart Glasses Drive Innovation and Expansion

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retains Dominance While Retail E-Commerce Gains Momentum

Chart 7 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 8 - Economic Context for Sunglasses

Chart 9 - Real Gdp Growth 2021-2031

Chart 10 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 11 - Consumer Context for Sunglasses

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Affluence and a Growing Consumer Base

Contact Lenses Dominates Volumes Amid Higher Value Growth for Spectacles and Sunglasses

Snec and Ai Collaborations Drive Myopia Control Innovation and Market Response

Chart 15 - Local Healthcare Institutions Develop Ai Tool to Assess High Myopia Risk in Children

Chart 16 - Value Sales 2021-2031

Chart 17 - Volume Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Affluence and Demographic Stability Underpin Sustained Growth

Contact Lenses Will Continue to Lead Volumes While Sunglasses to See Fastest Value Growth

Innovation, Regulation and Digital Adoption to Reshape Consumer Choices and Competition

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Strengthen Presence through Expansion and Innovation

Innovation and Retail Expansion to Reshape Competitive Dynamics

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Optical Goods Stores Leads While Retail E-Commerce Expands Rapidly

Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Eyewear

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Eyewear

Chart 28 - Population 2021-2031

Chart 29 - Consumer Expenditure 2021-2031

Chart 30 - 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/sunglasses-in-singapore/report.

