



Euromonitor
International

Top Five Trends in Eyewear

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Our expert's view of Eyewear in 2026

Key findings

INTRODUCTION

Resilience holds; health demand and omnichannel models keep eyewear moving

Top five trends in Eyewear

Top five trends uncovered

THE MYOPIA BLIND SPOT

In 2026, it is time to start closing the consumer education gap on myopia control

OWNDAYS uses social media to reach parents, blending medical awareness with offers

ChatMyopia first AI agent for pre-consultation patient education in myopia control

Evidence-based claims and healthcare professional endorsement to gain consumer trust

SEAMLESS JOURNEYS

The seamless join of social media discovery, VTO and the reinvented physical store

Devlyn builds phygital ecosystem, moving from clinical appeal to service-led retail layout

Lenskart embeds 3D virtual try-on inside its app to close the online trust gap at scale

Integration is the growth lever; brands win by dissolving the digital/physical divide

AI GLASSES REALITY REFRAMED

AI smart glasses: Navigating growth and regulation

South Korean smart eyewear brand Alnoon engineered with privacy in mind

Commit to hardware privacy and a compliance roadmap to cut regulatory risk

THE BEAUTIFICATION OF EYEWEAR

Eyewear's beautification logic is the next frontier for Western eyewear growth

Korean Hapa Kristin opens experience-driven space dedicated to K-beauty in the US

Clinique collab with Acuvue : Where beauty meets contact lenses

Unlocking the beauty opportunity in eyewear

SEEING THROUGH THE STORM

The geopolitical lens : From supply risk to resilience advantage

"Made in Agordo " reshoring strategy transforms EssilorLux decision into premium signal

Zeelool , the Chinese factory that went direct-to-consumer across 150+ markets

Supply chain resilience and clear value justification unlock growth opportunities

CONCLUSION

Future implications

Opportunities for growth

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