



Euromonitor  
International

# Shoppertainment and AI are Powering the Smart Eyewear Boom

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

GenAI is a key driver for smart eyewear adoption

The pivot from tech to fashion will propel smart eyewear sales

Forecast sales focused on markets with strong video driven commerce

China's mobile payment and shoppertainment habits perfect for heads-up commerce

Strict regulations and data scrutiny delay adoption in Europe

## GENAI UNLOCKS EVERYDAY USE CASES FOR SMART EYEWEAR

The Metaverse and gaming headsets struggled to expand beyond younger gamers

Voice-first habits make heads-up smart eyewear the next natural interface

GenAI referral growth is strengthening discovery and conversion for smart eyewear

GenAI-driven user experiences are redefining platform choices

Solos removes camera to address privacy concerns and keep price competitive

Smart eyewear with an AI tour guide targeted to enhance the travel experience

Affordable price point converts curiosity into market expansion

## SHOPPERTAINMENT ACCELERATES VISUAL, AI-CURATED COMMERCE

Livestreaming and s-commerce shift shopping to real-time, camera-led discovery

Livestream fuels AI glasses adoption through real-time and value driven engagement

Social media is shaping consumer familiarity with smart eyewear

Livestream commerce penetration positions China and India as key markets

AI glasses win when consumers' benefits clearly outweigh their privacy concerns

Alibaba turns shoppertainment into everyday, in-context commerce

Lenskart moves India towards voice-driven commerce at an affordable price

Rokid+BOLON collab embeds "look-to-buy" shopping into everyday behaviour

## CONCLUSION

When AI becomes the product, not the feature

Challenges to smart eyewear adoption

Recommendations/Opportunities for growth

Evolution of smart eyewear

Questions we are asking

## APPENDIX

What is Smart Eyewear (AI Glasses)?

Methodology: Data and market readiness framework (1)

Methodology: Data and market readiness framework (2)

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/shoppertainment-and-ai-are-powering-the-smart-eyewear-boom/report](https://www.euromonitor.com/shoppertainment-and-ai-are-powering-the-smart-eyewear-boom/report).