



Euromonitor
International

Eyewear in Australia

June 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Eyewear

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Spending and Population Expansion

Contact Lenses Leads Volume Sales Amid Advancing Myopia Management

Coopervision'S Myday Misight Lenses Advance Medical Eyewear Adoption

Chart 2 - Myday Misight 1 Day Slows Myopia Progression

Chart 3 - Gentle Monster 2026 Bouquet Collection for Style-Conscious Consumers

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Contact Lenses to Maintain Volume Leadership Amid Rise of Daily Disposables and Growing Myopia Concerns

Premium Sunglasses and Spectacles Expected to Capitalise on Fashion and Lifestyle Trends

Health, Fashion and Sustainability Trends to Reshape Retail and Product Strategies

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Their Positions Amid Steady Concentration

Strategic Acquisitions and Niche Innovations Drive Evolving Competitive Dynamics

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Optical Goods Stores Leads While Retail E-Commerce Continues to Reshape Distribution

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Clinical Advancements Elevate Vision Care

Circular Production Models Transform Manufacturing

Chart 12 - Pioneering Recycling Initiative From Spexcycle

Designer Collaborations Redefine Lifestyle Accessories

ECONOMIC CONTEXT

Chart 13 - Economic Context for Eyewear

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Eyewear

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Contact Lenses and Solutions in Australia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Population and Consumer Expenditure

Contact Lenses Dominates Sales, with Daily Disposables Seeing Strong Growth

Coopervision Drives Myopia Management Growth with Myday Misight Launch

Chart 20 - Value Sales 2021-2031

Chart 21 - Volume Sales 2021-2031

Chart 22 - Value Sales by Category 2026

Chart 23 - Coopervision Launches Myday Misight 1 Day Daily Disposable Lenses in Australia

WHAT'S NEXT?

Rising Population and Spending Power Expected to Drive Sustained Growth in Demand

Daily Disposable Lenses Will Drive Value Growth for Contact Lenses but Limit Use of Solutions

Optometrists and Sustainability Initiatives Expected to Shape Premium Product Opportunities

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Global Manufacturers Consolidate Leadership Amid Shifting Shares and Innovation

Strategic Acquisitions and Innovative Launches Advance Premium and Speciality Lenses

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintains Leadership While Retail E-Commerce Sees Growth

Chart 28 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 29 - Economic Context for Contact Lenses and Solutions

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Contact Lenses and Solutions

Chart 33 - Population 2021-2031

Chart 34 - Consumer Expenditure 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Spectacles in Australia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Growth in Spectacles Supported by Rising Population and Consumer Expenditure
Spectacle Lenses Leads Volumes While Frames Shows the Strongest Value Growth
Hoya Lens Australia Advances Myopia Management, While Material Innovation Advances
Chart 36 - Miyosmart Iq Spectacle Lenses by Hoya Launched in Australia in 2026
Chart 37 - Value Sales 2021-2031
Chart 38 - Volume Sales 2021-2031
Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Optometrists and Evidence-Based Solutions to Drive Growth through Eye Health Focus
Spectacle Lenses Will Dominate Volumes While Frames to Expand Value through Fashion Appeal
Brands Integrating Sustainability and Fashion Innovation to Capture Ethical Consumers
Chart 40 - Forecast Value Sales 2021-2031
Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies See Share Growth
Designer Collaborations and Premium Launches Enhance Brand Visibility and Growth
Chart 42 - Company Shares 2025
Chart 43 - Brand Shares 2025

CHANNELS

Optical Goods Stores Continues to Lead, While Retail E-Commerce Maintains Its Rising Trend
Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Spectacles
Chart 46 - Real Gdp Growth 2021-2031
Chart 47 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 48 - Consumer Context for Spectacles
Chart 49 - Population 2021-2031
Chart 50 - Consumer Expenditure 2021-2031
Chart 51 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sunglasses in Australia](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Population Expansion and Rising Consumer Expenditure
Premium and Functional Sunglasses Capture Growing Consumer Interest
Australian Brands Leverage Sustainability to Boost Sales
Chart 52 - Gentle Monster's 2026 Bouquet Collection Targets Style-Conscious Consumers
Chart 53 - Value Sales 2021-2031
Chart 54 - Volume Sales 2021-2031

WHAT'S NEXT?

Consumers to Drive Steady Growth through Health and Style Priorities

Eco-Conscious Innovation and Personalised Fashion to Fuel Rapid Consumer Shifts
Brands Will Need to Align Product Innovation and Communication to Strengthen Their Position
Chart 55 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Global Brands Consolidate Dominance as Concentration Remains Steady
Sustainable Innovation and Adaptive Technology Drive New Growth Opportunities
Chart 56 - Company Shares 2025
Chart 57 - Brand Shares 2025

CHANNELS

Offline Retail Maintains Its Lead, Although Sales via Retail E-Commerce Are Significant
Chart 58 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 59 - Economic Context for Sunglasses
Chart 60 - Real Gdp Growth 2021-2031
Chart 61 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 62 - Consumer Context for Sunglasses
Chart 63 - Population 2021-2031
Chart 64 - Consumer Expenditure 2021-2031
Chart 65 - 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-australia/report.