



Euromonitor
International

Spectacles in South Africa

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Growth Underpinned by Rising Vision Needs and Economic Resilience

Readymade Reading Glasses Lead in Volume, While Frames Show Strong Growth

Chart 1 - Private Label Grows in Popularity

Ray-Ban Meta Smart Glasses Drive Tech Adoption among Urban Professionals

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Digital Use and Economic Factors Sustain Spectacles Demand

Readymade Reading Glasses Set to Lead Volume, While Value Sales of Frames to Grow Rapidly

Innovation and Affordability Reshape Eyewear Choices and Business Models

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares as Value Focus Drives Competition

Value-Driven Innovation and Partnerships Unlock Growth Amid Economic Pressure

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Optometrists and Specialist Retailers Maintain Dominance

Omnichannel Strategies and Professional Endorsement Shape Consumer Choices

Retail E-Commerce Gains Momentum through Convenience and Competitive Pricing

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Spectacles

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Spectacles

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth in Retail Value and Volume Sales Amid Diverse Consumer Needs

Contact Lenses Lead Volume, While Sunglasses Show Fastest Growth

Ray-Ban Meta Smart Glasses Drive Premium Tech Adoption among Urban Consumers

Chart 17 - Value Sales 2021-2031

Chart 18 - Volume Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Contact Lenses and Spectacles Drive Growth Amid Affordability Challenges

Digital Convenience and Lifestyle Trends Reshape Consumer Buying Habits

Chart 20 - Forecast Value Sales 2021-2031

Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

International Players Strengthen Dominance, While Private Label Gains Traction

Innovative Launches and Private-Label Expansion Create New Growth Avenues

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retain Dominance as Consumer Trust Drives Sales Growth

Grocery and Non-Grocery Retailers Diversify Distribution with Niche Focus

Retail E-Commerce Accelerates Growth, Driven by Affordability and Convenience Trends

Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Eyewear

Chart 26 - Real Gdp Growth 2021-2031

Chart 27 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 28 - Consumer Context for Eyewear

Chart 29 - Population 2021-2031

Chart 30 - Consumer Expenditure 2021-2031

Chart 31 - 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/spectacles-in-south-africa/report.