



Euromonitor
International

Eyewear in Canada

July 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Preferences and Economic Stability

Chart 1 - Sustainable Eyewear Increasingly Available to Canadians

Zenni Optical and Oceanides Drive Sustainability with Eco-Conscious Materials

Technology Adoption Enhances Customer Experience and Market Competitiveness

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Ageing Population and Digital Adoption to Fuel Eyewear Growth Trajectory

Spectacles to Continue to Maintain Dominance

Technological Innovation and Omnichannel Strategies Set to Reshape Consumer Engagement

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Essilorluxottica'S Integrated Model Solidifies Dominant Market Hold

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintain Dominance through Personalised Services

E-Commerce Accelerates Growth by Targeting Tech-Savvy and Price-Conscious Shoppers

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Eyewear

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Eyewear

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Premium Daily Lenses and Expanding Myopia Management

Contact Lenses Leads Value Sales as Premium Daily Disposables Gain Traction

Chart 17 - CooperVision's Myopia Control Contact Lenses

Acuvue Lenscycle and Coopervision Myopia Lenses Shape Consumer and Clinical Practices

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Myopia and Consumer Sophistication to Fuel Steady Category Expansion

Premium Daily Lenses to Dominate Sales as Solutions Face Slower Growth

Myopia Control, Sustainability and Premium Comfort Reshape Business Strategies

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Johnson & Johnson and Coopervision Reinforce Dominance through Innovation and Premium Positioning

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Eye Care Professionals Maintain Dominance through Prescription and Fitting Expertise

Retail E-Commerce Accelerates Growth by Offering Convenience and Competitive Pricing

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Contact Lenses and Solutions

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Contact Lenses and Solutions

Chart 30 - Population 2021-2031

Chart 31 - Consumer Expenditure 2021-2031

Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Spectacles in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Spending and Population Expansion

Spectacle Lenses Dominate Sales While Frames Sustain Value through Innovation

Canadian Brands Embrace Fashion and Personalisation to Enhance Consumer Appeal

Chart 33 - Shift Towards More Sustainable Practices

Chart 34 - Value Sales 2021-2031

Chart 35 - Volume Sales 2021-2031

Chart 36 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Drive Steady Growth through Rising Spending and Population Expansion

Technological Innovation Set to Fuel Future Growth in Spectacle Frames and Smart Eyewear
Retailers to Harness Fashion, Digital Tools and Ai to Enhance Consumer Engagement
Chart 37 - Forecast Value Sales 2021-2031
Chart 38 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Major Manufacturers Consolidate Control, Reinforcing Market Concentration and Stability
Chart 39 - Company Shares 2025
Chart 40 - Brand Shares 2025

CHANNELS

Optical Goods Stores Combine Eye Care and Sales to Maintain Leading Position
Retail E-Commerce Expands Rapidly by Appealing to Younger and Price-Sensitive Buyers
Chart 41 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 42 - Economic Context for Spectacles
Chart 43 - Real Gdp Growth 2021-2031
Chart 44 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 45 - Consumer Context for Spectacles
Chart 46 - Population 2021-2031
Chart 47 - Consumer Expenditure 2021-2031
Chart 48 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sunglasses in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sunglasses Summary

INDUSTRY PERFORMANCE

Steady Retail Growth Supported by Rising Consumer Expenditure and Population
New Look Drives Omnichannel Engagement, Boosting Consumer Confidence and Sales
Marchon Advances Sustainability and Smart Features to Attract Conscious Consumers
Chart 49 - Material Innovation within Sunglasses Addresses Sustainability Concerns
Chart 50 - Value Sales 2021-2031
Chart 51 - Volume Sales 2021-2031

WHAT'S NEXT?

Steady Growth to Be Driven by Population and Rising Expenditure
Technology and Sustainability to Reshape Product Appeal and Consumer Engagement
Digital Retail Innovation Set to Enhance Personalised Shopping and Market Reach
Chart 52 - Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Leading Players Consolidate Dominance through Strong Portfolios and Innovation
Chart 53 - Company Shares 2025
Chart 54 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintain Dominance but Omnichannel Approach Expands Reach
Retail E-Commerce Expands with Virtual Tools and Competitive Pricing Advantages
Chart 55 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 56 - Economic Context for Sunglasses
Chart 57 - Real Gdp Growth 2021-2031
Chart 58 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 59 - Consumer Context for Sunglasses
Chart 60 - Population 2021-2031
Chart 61 - Consumer Expenditure 2021-2031
Chart 62 - 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-canada/report.