

Spectacles in Sweden

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Spectacles Summary

INDUSTRY PERFORMANCE

Steady Spectacles Growth Reflects Stable Consumer Demand and Economic Support

Chart 1 - Rodenstock Expands Offering with B.I.G. Exact Sensitive Lenses

Spectacle Lenses Lead Value Driven by Premiumisation and Personalised Solutions

Nuance Audio Leads Smart Eyewear Innovation for Health and Comfort

Chart 2 - Nuance Audio Introduces Discreet Hearing-Support Smart Eyewear in Sweden

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Lens Solutions to Drive Steady Growth with Spectacle Lenses Leading

Opticians to Integrate Digital Tools While Preserving In-Store Expertise

Ageing Populations and Screen Use to Drive Demand for Specialised Lenses

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Expand Control through Private Label and Premium Lenses

Innovation in Personalised Lenses and Bundled Offerings Drive New Growth Avenues

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retain Lead through Testing, Consultation and Personalisation

Retailers Integrate Omnichannel Strategies to Enhance Personalised Service

Retail E-Commerce Growth Complements Traditional Retail with Repeat Sales Focus

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Spectacles

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Spectacles

Chart 15 - Population 2021-2031

Chart 16 - Consumer Expenditure 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Contact Lenses Lead Volume While Spectacles Drive Value Growth Supported by Rising Consumer Spending

Rodenstock'S Biometric Lenses Exemplify How Personalisation Drives Premium Growth and Differentiation

Chart 18 - Rodenstock Expands Biometric Lens Offering with B.I.G. Exact Sensitive Lenses

Synsam'S Subscription Model Boosts Private Label Growth Amid Rising Clinical Focus on Myopia Control

Chart 19 - Synsam Expands Eyeq Private Label Contact Lenses through Subscription-Based Supply Models

Chart 20 - Value Sales 2021-2031

Chart 21 - Volume Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Value Growth Expected as Premiumisation and Functional Upgrades Drive Sweden's Eyewear

Integration of Digital Tools with Optician Expertise to Shape Omnichannel Retail

Function-Led Innovation Projected to Drive Premium Growth and Differentiation

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading International Players Sustain Strength Amid Stable Competitive Landscape

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead Eyewear Sales in Sweden

Retail E-Commerce Gains Traction as a Preferred Channel

Chart 27 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 28 - Economic Context for Eyewear

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Eyewear

Chart 32 - Population 2021-2031

Chart 33 - Consumer Expenditure 2021-2031

Chart 34 - 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-sweden/report.