

Sunglasses in Switzerland

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Slight decline in value sales reflects category maturity and consumer prioritisation
EssilorLuxottica maintains its lead through broad brand portfolio and sustainability efforts
Sports-driven demand supports niche growth despite limited overall expansion

PROSPECTS AND OPPORTUNITIES

Gradual recovery expected, with affordability and versatility shaping purchase decisions
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Eco-friendly materials and ethical production gain traction, though price remains a barrier

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Eyewear in Switzerland - Industry Overview

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