



Euromonitor  
International

# Sunglasses in the United Arab Emirates

July 2026

Table of Contents

## Sunglasses in the United Arab Emirates - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Sunglasses Summary

#### INDUSTRY PERFORMANCE

Steady Population Growth Contrasts with Declining Sales of Sunglasses in 2026

Asian Brands Expand Their Footprint, Reshaping Consumer Preferences and Retail Experiences

Sustainability and Smart Technology Drive Innovation Amid Evolving Consumer Demand

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Gentle Monster Unveils Newly Renovated Flagship in the United Arab Emirates in 2026

#### WHAT'S NEXT?

Continued Volume Decline Due to Maturity and Geopolitical Uncertainties

Inflationary Pressures Will Foster Demand for Affordable Premium and Private Label Products

Government Climate Initiatives and Sports Participation to Reshape Product Innovation and Marketing

Chart 4 - Forecast Value Sales 2021-2031

#### COMPETITIVE LANDSCAPE

Luxottica and Kering Sustain Dominance Despite Slight Share Shifts

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

#### CHANNELS

Optical Goods Stores Maintains Its Lead as Consumers Like to Assess Style and Fit

Retail E-Commerce Grows, Driven by Showrooming

Chart 7 - Retail Channels 2021-2026

#### ECONOMIC CONTEXT

Chart 8 - Economic Context for Sunglasses

Chart 9 - Real Gdp Growth 2021-2031

Chart 10 - Inflation 2021-2031

#### CONSUMER CONTEXT

Chart 11 - Consumer Context for Sunglasses

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

#### COUNTRY REPORTS DISCLAIMER

## Eyewear in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

2026 Developments

### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Premium Positioning and Tech Innovation Drive Eyewear Volume Growth Despite Mixed Value Trends

Contact Lenses Dominates Volumes While Spectacles Maintains Premium Value Leadership

Lenskart'S Gen-Ai Campaign Exemplifies Premium Beauty and Eye Health Trends Shaping Growth

Chart 15 - Ray Ban Meta Releases Eyewear with Ai Translation

Chart 16 - Value Sales 2021-2031

Chart 17 - Volume Sales 2021-2031

Chart 18 - Value Sales by Category 2026

## WHAT'S NEXT?

Contact Lenses Set to Drive Steady Growth in Eyewear Volumes and Values

Local Manufacturing and Ai Integration to Reshape Consumer Preferences and Product Innovation

Brands Will Leverage Sustainability and Smart Tech to Enhance Their Presence and Consumer Engagement

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Global Groups Strengthen Their Hold Amid Steady Competitive Landscape

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

## CHANNELS

Optical Goods Stores Drives Sales Growth as Retail E-Commerce Rises

Chart 23 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 24 - Economic Context for Eyewear

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 27 - Consumer Context for Eyewear

Chart 28 - Population 2021-2031

Chart 29 - Consumer Expenditure 2021-2031

Chart 30 - 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/sunglasses-in-the-united-arab-emirates/report](https://www.euromonitor.com/sunglasses-in-the-united-arab-emirates/report).