



Euromonitor
International

Global Consumer Trends in Eyewear

October 2022

Table of Contents

INTRODUCTION

Scope

Top 10 Global Consumer Trends 2022 in brief (1)

Top 10 Global Consumer Trends 2022 in brief (2)

Executive summary

STATE OF THE INDUSTRY

While eyewear sales have bounced back, there are risk factors impacting recovery

KEY ELEMENTS OF THE CONSUMER LANDSCAPE

Consumer landscape in 2022 by generation

Ageing remains one of the most significant global drivers for eyewear

Millennials are a force to be reckoned with in eyewear

Consumer landscape in 2022 by consumer expenditure

Major behavioural shifts shaping long-term consumption

CLIMATE CHANGERS IN EYEWEAR

Top global consumer trend 2022: Climate changers

Climate changers in eyewear

Climate changers in eyewear: UK digital brand Pangaia launches sunglasses made using CO2

CLIMATE CHANGERS IN EYEWEAR

Learnings from apparel: Klarna incorporating CO2 footprint tracking into online shopping

DIGITAL SENIORS IN EYEWEAR

Top global consumer trend 2022: Digital seniors

Digital seniors in eyewear

Learnings from consumer health: Nutren Senior's chatbot in Brazil helps seniors embrace digital age

DIGITAL SENIORS IN EYEWEAR

Digital seniors in eye health: RNIB's tutorials help consumers with sight loss get online

SOCIALISATION PARADOX IN EYEWEAR

Top global consumer trend 2022: Socialisation paradox in eyewear

Socialisation paradox in eyewear

Socialisation paradox in eyewear: UK brand Cubitt's 3D scan face app

Socialisation paradox in eyewear: Gentle Monster's tech-focused stores

SELF-LOVE SEEKERS IN EYEWEAR

Top global consumer trend 2022: Self-love seekers

Self-love seekers in eyewear

Self-love seekers in eyewear: Hoyalux iD Myself - a new progressive lens

Learnings from packaging: Binh Minh connects with human emotions

THE METAVERSE MOVEMENT IN EYEWEAR

Top global consumer trend 2022: The metaverse movement

The metaverse movement in eyewear

The metaverse movement in eyewear: Ray-Ban stories smart glasses

The metaverse movement in eyewear: NHS trials smart goggles to free up nurses time

THE METAVERSE MOVEMENT IN EYEWEAR

Learnings from fashion: Gucci presents its brand to young consumers in a virtual space

KEY TAKEAWAYS

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/global-consumer-trends-in-eyewear/report.