



Euromonitor  
International

# Eyewear in Poland

June 2025

Table of Contents

## Eyewear in Poland

### EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

### MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2020-2025

Table 2 - Sales of Eyewear by Category: Value 2020-2025

Table 3 - Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 4 - Sales of Eyewear by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Eyewear: % Value 2020-2024

Table 6 - LBN Brand Shares of Eyewear: % Value 2021-2024

Table 7 - Distribution of Eyewear by Format: % Value 2020-2025

Table 8 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 9 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Contact Lenses and Solutions in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Robust growth for contact lenses and solutions, albeit at a slower pace

Johnson & Johnson leads sales, but CooperVision enjoys dynamic performance

Increased rates of myopia lead to emergence of new products

### PROSPECTS AND OPPORTUNITIES

Positive outlook for contact lenses and solutions, with new products expected to appear

Sophisticated technology will become increasingly prevalent in the years ahead

Sustainability concerns will drive innovation in contact lenses and solutions

### CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2020-2025

Table 13 - Sales of Contact Lenses by Category: Value 2020-2025

Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2020-2025

Table 15 - Sales of Contact Lenses by Category: % Value Growth 2020-2025

Table 16 - Sales of Contact Lens Solutions: Value 2020-2025

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2020-2025

Table 18 - Sales of Contact Lenses by Type: % Value 2020-2025

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2020-2025

Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2020-2025

Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2020-2025

Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2020-2025

Table 23 - NBO Company Shares of Contact Lenses: % Value 2020-2024

Table 24 - LBN Brand Shares of Contact Lenses: % Value 2021-2024

Table 25 - Distribution of Contact Lenses by Format: % Value 2020-2025

Table 26 - Distribution of Contact Lens Solutions by Format: % Value 2020-2025

Table 27 - Forecast Sales of Contact Lenses by Category: Volume 2025-2030

Table 28 - Forecast Sales of Contact Lenses by Category: Value 2025-2030

Table 29 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2025-2030

Table 30 - Forecast Sales of Contact Lenses by Category: % Value Growth 2025-2030

Table 31 - Forecast Sales of Contact Lens Solutions: Value 2025-2030

Table 32 - Forecast Sales of Contact Lens Solutions: % Value Growth 2025-2030

## Spectacles in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Robust growth for spectacles in 2025, but decelerating rate of inflation impacts current value sales  
 EssilorLuxottica SA benefits from extensive portfolio, while Kering SA enjoys significant dynamism  
 Increased rates of myopia lead to specialist spectacle lenses becoming mainstream

#### PROSPECTS AND OPPORTUNITIES

Steady growth predicted for spectacles as local economy improves and rates of myopia increase  
 Artificial intelligence set to become increasingly prevalent in the years ahead  
 Virtual try-on function may challenge optical goods stores' dominance

#### CATEGORY DATA

Table 33 - Sales of Spectacles by Category: Volume 2020-2025

Table 34 - Sales of Spectacles by Category: Value 2020-2025

Table 35 - Sales of Spectacles by Category: % Volume Growth 2020-2025

Table 36 - Sales of Spectacles by Category: % Value Growth 2020-2025

Table 37 - Sales of Spectacle Lenses by Type: % Value 2020-2025

Table 38 - NBO Company Shares of Spectacles: % Value 2020-2024

Table 39 - LBN Brand Shares of Spectacles: % Value 2021-2024

Table 40 - Distribution of Spectacles by Format: % Value 2020-2025

Table 41 - Forecast Sales of Spectacles by Category: Volume 2025-2030

Table 42 - Forecast Sales of Spectacles by Category: Value 2025-2030

Table 43 - Forecast Sales of Spectacles by Category: % Volume Growth 2025-2030

Table 44 - Forecast Sales of Spectacles by Category: % Value Growth 2025-2030

## Sunglasses in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Solid growth for sunglasses in 2025 as functionality and fashion trends align  
 EssilorLuxottica leads with extensive portfolio of well-known brands  
 Sports eyewear gains traction as active lifestyles become commonplace

#### PROSPECTS AND OPPORTUNITIES

Growth in current value terms predicted, but volume sales may stutter  
 Sustainability trend set to gather pace in the coming years  
 AI and digitalisation will drive innovation in the category over the forecast period

#### CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2020-2025

Table 46 - Sales of Sunglasses: Value 2020-2025

Table 47 - Sales of Sunglasses: % Volume Growth 2020-2025

Table 48 - Sales of Sunglasses: % Value Growth 2020-2025

Table 49 - NBO Company Shares of Sunglasses: % Value 2020-2024

Table 50 - LBN Brand Shares of Sunglasses: % Value 2021-2024

Table 51 - Distribution of Sunglasses by Format: % Value 2020-2025

Table 52 - Forecast Sales of Sunglasses: Volume 2025-2030

Table 53 - Forecast Sales of Sunglasses: Value 2025-2030

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

## 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-poland/report](http://www.euromonitor.com/eyewear-in-poland/report).