

# **Spectacles in Switzerland**

June 2025

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# Spectacles in Switzerland - Category analysis

# **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Demand for high-functionality and tailored lenses supports moderate sales growth EssilorLuxottica maintains leadership with diverse brand portfolio and innovation Myopia control spectacles gain traction, supported by insurance coverage

# PROSPECTS AND OPPORTUNITIES

Ageing population and customisation trends to support forecast period growth Sustainability increasingly influences product development and brand image Technological advances to enable more individualised and intelligent eyewear

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