

# Sunglasses in China

June 2025

Table of Contents

## Sunglasses in China - Category analysis

# **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Rising health awareness influencing demand Xiamen Yarui Optical Co Ltd leads, while luxury brands perform well Increasing interest in sports sunglasses

## PROSPECTS AND OPPORTUNITIES

Sunglasses becoming important fashion items Emergence of tech-infused sunglasses Growing focus on sustainability

#### CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2020-2025Table 2 - Sales of Sunglasses: Value 2020-2025Table 3 - Sales of Sunglasses: % Volume Growth 2020-2025Table 4 - Sales of Sunglasses: % Value Growth 2020-2025Table 5 - NBO Company Shares of Sunglasses: % Value 2020-2024Table 6 - LBN Brand Shares of Sunglasses: % Value 2021-2024Table 7 - Distribution of Sunglasses by Format: % Value 2020-2025Table 8 - Forecast Sales of Sunglasses: Volume 2025-2030Table 9 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030Table 11 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

## Eyewear in China - Industry Overview

#### EXECUTIVE SUMMARY

Eyewear in 2025: The big picture 2025 key trends Competitive landscape Retail developments What next for eyewear?

#### MARKET DATA

Table 12 - Sales of Eyewear by Category: Volume 2020-2025
Table 13 - Sales of Eyewear by Category: Value 2020-2025
Table 14 - Sales of Eyewear by Category: % Volume Growth 2020-2025
Table 15 - Sales of Eyewear by Category: % Value Growth 2020-2024
Table 16 - NBO Company Shares of Eyewear: % Value 2020-2024
Table 17 - LBN Brand Shares of Eyewear: % Value 2021-2024
Table 18 - Distribution of Eyewear by Category: Volume 2020-2025
Table 19 - Forecast Sales of Eyewear by Category: Volume 2025-2030
Table 20 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030
Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030
Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

# DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# 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-china/report.