

# Focused inSights

## Smart Eyewear

2025



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**Executive Summary**

**Attitudes Toward Smart Eyewear**

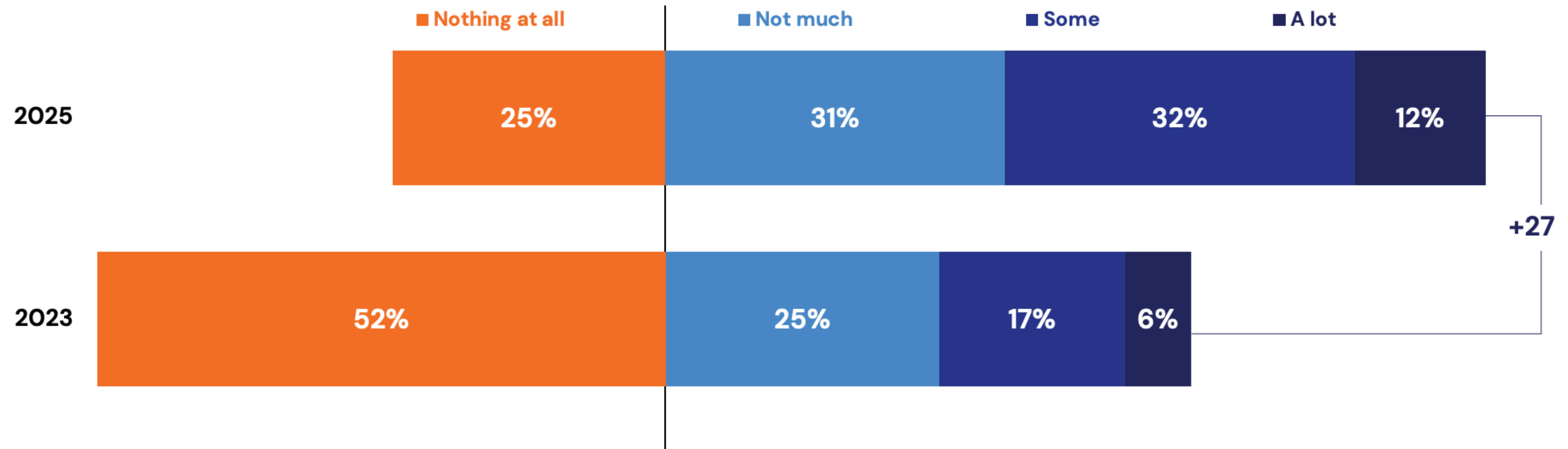
**Smart Eyewear Awareness**

**Purchasing Considerations**



# The share of consumers that that have seen, read, or heard about smart eyewear has increased by 27 percentage points between 2023 and 2025

Amount of information about smart eyewear consumers were exposed to



Over the past 12 months, how much have you seen, read, or heard about smart eyewear products? 2023: n = 2,202; 2025: n = 4,191;