

NEXEYE ACCELERATES EUROPEAN GROWTH AND OPENS 750TH STORE

A thousand stores across Europe by 2028 at the latest

Gorinchem, 29 May 2026 – While the European retail market remains under pressure, optical retailer nexeye is making a strikingly positive statement. The company is growing faster than ever: both in number of stores, customers, and market share. Yesterday, an important milestone was reached with the opening of the 750th store, in the Frölunda Torg shopping center near Gothenburg (Sweden). Nexeye's ambition is to have a network of 1,000 stores across Europe before the end of 2028.

European expansion at full speed

Nexeye is currently active with three strong optical brands (Hans Anders, eyes+more and Direkt Optik) in five countries: the Netherlands, Belgium, Germany, Austria, and Sweden. The company is currently opening an average of two new stores per week in several European countries. This year alone, more than 70 stores will open their doors in Austria, Sweden, and Germany. Thanks to a scalable operation, shared technology, and a powerful digital backbone, all the conditions are in place to ensure new stores perform optimally from day one. Shared expertise, uniform processes, and an efficient supply chain provide a solid foundation for further growth.



Store opening of eyes + more at Frölunda Torg, with the local store team, COO Sanne Oosterhoff and CEO Bart van den Nieuwenhof.

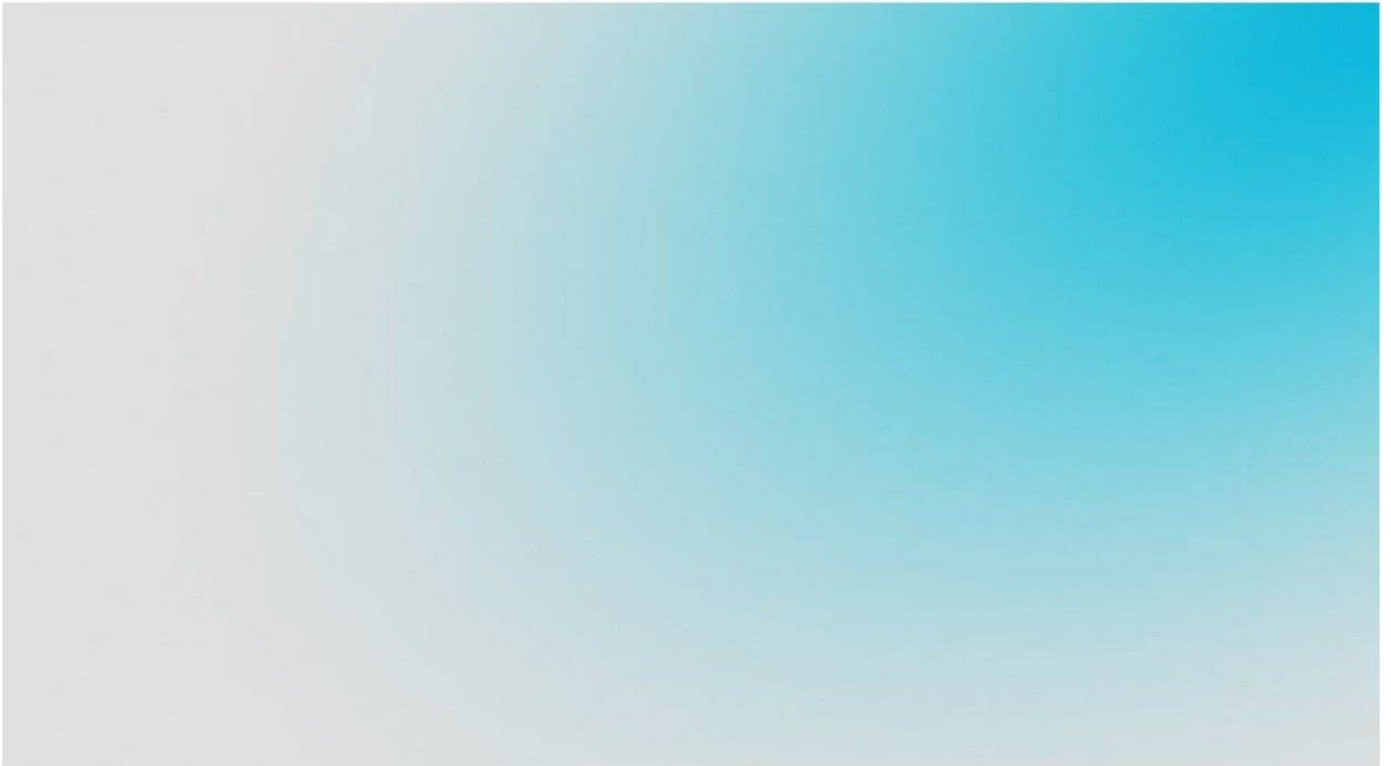
eyes + more as an innovative growth engine

eyes + more is one of the strongest growth accelerators within nexeye. The contemporary optical brand stands out with a transparent all-inclusive pricing proposition, a fashion-driven assortment, and a modern, accessible concept. With 80% private label frames that are updated monthly, eyes + more continuously responds to trends. The brand consistently surprises with striking innovations: from collaborations with fashion icon Sylvie Meis to the introduction of minimum 1.6-index lenses as the new standard in the all-inclusive offering, making the thicker and heavier 1.5-index lenses a thing of the past, without any price increase for a complete pair of glasses.

“Milestone and new steps forward”

“The opening of our 750th store is a wonderful milestone for nexeye,” says Bart van den Nieuwenhof, CEO of nexeye. *“But we keep looking ahead. On 16 June, we will open our new Metropolitan store in Cologne, a store concept that demonstrates how we continue to innovate, seize opportunities, and keep raising the bar for customer experience. During the festive opening of this store, Sylvie Meis will also unveil her first own frame collection,*

exclusively for eyes + more. This shows: we continue to surprise and exceed our customers' expectations!"



Nexeye expects that the demand for eye care will continue to increase in the coming years, partly due to an aging population and intensive screen use. This also increases the need for affordable and accessible vision solutions. In addition, consumers are increasingly viewing glasses as a fashion item and are looking for eyewear to match every occasion and outfit. A trend to which eyes+more has found a strong answer. With strong brands, economies of scale, and a customer-focused, omnichannel approach, nexeye is in pole position to serve this growing market throughout Europe.



About Nexeye

nexeye is an international optical retail group focused on providing accessible, high-quality eye and hearing care at affordable prices. With a strong portfolio of brands, nexeye serves millions of customers across Europe. The group combines scale and entrepreneurship with craftsmanship, innovation and a strong customer focus.

nexeye has a clear growth strategy and is strongly focused on international expansion in the coming years. Through autonomous growth and the continued rollout of its retail concepts, the group aims to grow to **1,000 stores across Europe**.

The brands of nexeye

Hans Anders was founded in 1982 and is the volume market leader in the Netherlands. The brand is known for its strong value-for-money proposition in eyewear, contact lenses and hearing solutions, and operates 394 stores in the Netherlands and Belgium.

The international expansion of nexeye is primarily driven by **eyes + more**. This retail concept differentiates itself through a strong, fashion-forward assortment, transparent fixed pricing and an accessible in-store experience. eyes + more makes eye care simple, stylish and affordable, appealing to a broad and international customer base. The chain currently operates more than 300 stores across Germany, the Netherlands, Belgium and Austria and continues to grow rapidly.

In Sweden, nexeye is also active with the optical retail chain **Direkt Optik**, which operates 33 stores.

Contact details

Rian van Koullil

Director Brands & Corporate Communications

rian.van.koullil@nexeye.com

[+31 6 126 838 24](tel:+31612683824)

Edwin van Wijk

Press officer NL/BE

evanwijk@valueatstake.nl

[+31 6 234 802 17](tel:+31623480217)

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