



5 Key Trends from CES 2026

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CES is the most influential tech event in the world, bringing together the global technology ecosystem—from AI and digital health to mobility and robotics—with over **150,000 attendees** and **4,000+ exhibitors**.

The [VSP Global Innovation Center](#) (GIC) was on-the-ground at CES 2026 to engage with deep-tech startups and cross-industry giants, source next-gen perspectives, and bolster its pipeline of potential partners in the rapidly evolving healthcare continuum.

The team generated actionable insights by attending sessions & summits focused on **smart eyewear**, **digital health**, **physical AI** and **shoppable content**, while also canvassing the show floor and identifying the consumer behaviour shifts that will define the future of connected care.

In addition, the GIC filtered these global megatrends through a healthcare-focused lens, synthesizing how breakthrough technologies will amplify vision care's evolving role in healthcare.

Read on to dive into the conference's top trends.

Trend 1:

The Face Computing Era Challenges the Frame

Insight: The "AI-on-your-face" trend is coming into sharp focus. The market has moved beyond bulky VR headsets to lightweight, stylish frames capable of live translation, industrial tasks, and high-dynamic-range (HDR) visuals. Tech giants are aggressively commoditizing the traditional eyewear form factor, transforming glasses into "face computing" platforms that may require prescription integration.

Why It Matters: For consumers, this represents a shift in utility. Eyewear is no longer just for vision correction or fashion; it is becoming a productivity tool and a health device. As smart eyewear becomes more ubiquitous, consumers may demand that their prescriptions be seamlessly integrated into complex optical displays.



TCL and Vuzix booths among the many new smart eyewear products at CES 2026



Notable Number: 8+ major manufactures (including Lenovo, TCL, Vuzix and Asus) launched AI smart eyewear at CES to challenge Meta's 70%+ market share.

CES Panel to Check Out: [Immersive Healthcare – How US Veterans are Succeeding with XR](#)

CES Indicator: "Forget voice dictation. Writing on your pants might be Meta's preferred future instead... allowing people to 'write' messages with subtle finger movements when paired with Meta's Ray-Ban Display smart glasses... [offering] a stealthier alternative."
– Vanessa Hand Orellana, CNET

Trend 2:

Engineering for Tomorrow: The Longevity Revolution

Insight: Longevity is no longer just about living longer; it is about engineering tomorrow. To ensure functional independence. CES 2026 highlighted the **AgeTech Collaborative** and innovations like the NuraLogix mirror (which predicts biological age via facial blood flow) and robotics for independent living (ReviMo). The focus is on preventative maintenance of the body to support aging in place.

Why It Matters: Unlike lifespan extension, "healthspan" emphasizes quality of life. Vision loss is one of the most feared age-related conditions - maintaining visual acuity directly enables the active lifestyle longevity seekers want. This trend continues to elevate vision care from reactive (fixing problems) to proactive (preserving function).



AARP AgeTech Collaborative show floor experience featuring 24+ companies focused on healthy aging

Notable Number: [\\$95 trillion](#) – the projected market value of the longevity economy by 2050 according to AARP, with the current value at \$35 trillion.

CES Panel to Check Out: [Tech with Intention: Designing the Future of Aging](#)

CES Quote: "I think there's a growing movement around longevity... it's become a cultural phenomenon." — *Hemant Taneja, General Catalyst (All-In Podcast Live at CES 2026)*

Trend 3:

The GLP-1 Ecosystem Reshapes Chronic Care

Insight: The widespread adoption of GLP-1s (and new oral versions launched in 2026) is creating a ripple effect across all of healthcare. It is shifting patient demographics, altering nutritional needs, and changing risk factors for chronic conditions like diabetes and sleep apnea. The "GLP-1 Ecosystem" now includes companion apps and wearables specifically designed to track rapid metabolic changes.

Why It Matters: As millions of consumers undergo rapid metabolic changes, their [ocular health risks shift](#) (e.g., potential fluctuations in diabetic retinopathy or refractive changes). Consumers need providers who understand the specific ocular side effects and monitoring requirements of these medications.



The GLP-1 Effect Panel discussing impacts to women's health & consumer behavior

Notable Number: 12% to 18%— The percentage of U.S. adults who had used GLP-1 drugs as of late 2025

CES Indicator: Leading into CES, Novo Nordisk officially launched an approved GLP-1 pill in the U.S., signaling a shift from injectables to more accessible oral medications

CES Quote: "GLP-1s are reshaping not just the weight loss industry, but the entire healthcare ecosystem. As patients lose weight, there is more focus on exercise, the food industry, and even other health conditions like sleep apnea." – Claire Wallace, Sr Writer, Medical Device + Diagnostics Industry

Trend 4:

Shoppable Content Fuels "Phygital" Sales

Insight: The Content-to-Commerce revolution is taking shape. Retail is shifting from passive browsing to "shoppable content," where AI agents and influencers curate items in social feeds that can be purchased instantly or tried on virtually, collapsing the marketing funnel into a single continuous experience.

Why It Matters: The distinction between "scrolling" and "shopping" is evaporating. Consumers expect a "phygital" journey where they can move from an Instagram post to a virtual try-on, and finally to an in-store fitting without friction.



Content to Commerce Panel in the retail track of CES 2026

Notable Number: \$12 trillion—The [estimated spending power of Gen Z by 2030](#), a demographic that relies on creators for product discovery and demands seamless "phygital" experiences.

CES Panel Recording to Check Out: [The Creator Economy Goes Shopping](#)

CES Indicator: CES sessions highlighted that *shoppable content* is turning feeds and videos into powerful retail channels, with nearly half of consumers reporting purchases based on creator posts.

Trend 5:

The Datafication of the Consumer

Insight: Diagnostics are leaving the lab and entering the home and retail environment. Innovations like "pocket-sized laboratories" for allergens and acquisitions like [Samsung's purchase of Xhealth](#) indicate that medical-grade data collection is becoming decentralized. Consumers are becoming "executives of their own health," engaging in continuous remote monitoring and seeing it delivered to the clinic.

Why It Matters: The [datafication of the consumer](#) empowers patients to arrive at appointments with rich historical health data. It shifts care from episodic (once a year) to continuous, allowing for earlier detection of chronic issues.



Wilder Tech's CEO Ash Wilder with the Bond Ring at CES 2026

Big Winner: French startup **Allergen Alert**, which is a pocket-sized laboratory that can detect 2 common food allergens (gluten and dairy) in minutes [won](#) the prestigious 'Best Startup' award at CES 2026.

CES Indicator: A shift toward "no-break data" was signaled by **Wilder Tech's Bond Ring**, which introduced *perpetual* charging (harnessing power from the environment and body). This eliminates data gaps caused by charging, ensuring truly continuous physiological tracking for long-term analysis.



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At CES 2026, the VSP Global Innovation Center engaged the global tech ecosystem to bolster its partner pipeline and identify emerging consumer trends. These efforts help ensure that VSP and the vision care industry remain at the forefront of the evolving healthcare continuum.



Our Call to Innovators

At VSP Vision™, we are constantly reimagining the way eye care and eyewear are delivered to the world.

To fulfill this promise, the VSP Global Innovation Center is actively seeking new startups and technologies to collaborate with on forward-looking innovations, especially around access to eye care.

Interested in connecting? Let's talk.

GET IN TOUCH WITH US AT: globalinnovationcenter@vsp.com

About VSP Global Innovation Center

At VSP Vision, our purpose is to empower human potential through sight. As the first and only national not-for-profit vision benefits company, VSP has been the leader in health-focused vision care, providing affordable access to eye care and eyewear for millions of members through a network of more than 41,000 providers.

The VSP Global Innovation Center (GIC) is VSP's lens into the future.

Through emerging technologies, new business exploration, and strategic connections within the innovation ecosystem, the GIC is a hub for reimagining the way eye care and eyewear are delivered to the world.

To learn more, please visit www.vspglobal.com/innovation