

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“This is a highly concentrated sector, dominated by three major retail brands. Specsavers has been mopping up independent retailers and has now reached 900 UK outlets, raising the question of how much more growth is realistic for this highly successful business.”
– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

Vision Express took a leap forward with the acquisition of Tesco Opticians in 2017, bringing its store numbers up to almost 600, and Boots Opticians continues to benefit from the heritage strength of its parent company brand. More than 100 independents have taken shelter by joining the Hakim Group and only a handful of smaller chains demonstrate an appetite for growth. Meanwhile the long-awaited growth of online selling is becoming a reality. Shopping online for contact lenses can offer considerable savings, but none of the healthcare that an optician delivers, while online selling of glasses is beginning to benefit from digital developments that allow customers to visualise how they will look in their glasses.

- **Online selling is building momentum**
- **New wave of opticians with personality and a DTC model**
- **What is the relevance of supermarkets in optics?**

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

- What you need to know
- Products covered in this Report
- Excluded

Executive Summary

The market

Steady market growth

Figure 1: Consumer spend on optical goods and services, 2014-24

Sunglasses are a fashion item

Spectacles account for more than 60% of spend

Figure 2: Consumer spend on optical goods and services, by category, 2019 (est)

Companies and brands

Big three opticians capture 71% of spend

Figure 3: Opticians retailers, market share, 2019 (est)

Specsavers has opened its 900th store

Tesco acquisition boosts Vision Express' store numbers

Hakim has doubled store numbers in two years

Other opticians with ambition for growth

Virtual try-on will boost internet sales

New look for Boots Opticians

Photochromic contact lenses

Future product developments

Specsavers and Boots brands enjoy high levels of trust

Figure 4: Attitudes towards and usage of selected brands, December 2019

The consumer

71% had eye tests in the last two years

Figure 5: Eye tests, contact lens appointments and hearing tests in the last two years, December 2019

9% have had laser eyesight correction

35% wear, or have ever worn, contact lenses

Figure 6: Experience of wearing contact lenses, December 2019

Discomfort is the key reason for opting out of contact lenses

Figure 7: Reasons for stopping wearing contact lenses, December 2019

High level of purchasing activity

Figure 8: Eyewear and hearing aids purchased in the last two years, December 2019

Specsavers is the most used optician

Independents appeal to over-55s

Figure 9: Retailers used for glasses and prescription sunglasses bought in the last two years, December 2019

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Specsavers captures 39% of contact lens shoppers

Internet specialists popular for contact lenses

Figure 10: Retailers used for contact lenses bought in the last two years, December 2019

Multi-layered choice process

Over-65s aware of healthcare

Figure 11: Factors influencing choice of opticians, December 2019

Healthcare plays an important role

Personal service is a key feature

Internet savings can be a draw

Figure 12: Attitudes towards opticians, December 2019

What we think

Issues and Insights

Online selling is building momentum

The facts

The implications

New wave of opticians with personality and a DTC model

The facts

The implications

What is the relevance of supermarkets in optics?

The facts

The implications

The Market – What You Need to Know

Ageing population fuels market growth

12% growth forecast for sunglasses between 2019 and 2024

Glasses account for 61% of spend

Innovation has added value

Three major chains dominate the UK opticians sector

Internet specialists growing

Population growth and healthy finances

2019 not as sunny as the previous year

Market Size and Forecast

Steady growth for optical goods and services

Figure 13: Consumer spending on optical goods and services, 2014-24

12% growth forecast for sunglasses between 2019 and 2024

Figure 14: Consumer spending on non-prescription sunglasses, 2014-24

Forecast methodology

Market Segmentation

Spectacles are the main element of the optical goods market

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: Consumer spending on optical goods and services, by category, 2019 (est)

Optical goods market by category

Figure 16: Consumer spending on optical goods and services, 2014-19

Innovative lenses help grow the spectacles market

Figure 17: Spectacle lens purchases, by type, (numbers) 2019 (est)

Contact lens market up by 20.5% from 2014-19

Multifocal contact lenses grow market value

Toric contact lenses have broadened the market

Rise of daily-wear lenses means lower demand for solutions

25% of contact lens wearers are part-time

Market dominated by soft contact lenses

Eye drops growing strongly from a small base

Eye examination numbers growing gradually

Figure 18: Yearly change in number of NHS eye examinations, England and Wales, 2014-18

Channels to Market

Three major chains dominate the UK market

Figure 19: Distribution of optical goods and services, by retailer, 2018 and 2019 (est)

Market Drivers

Ageing population drives growth

Growth in the teenage market

Figure 20: Trends in the age structure of the UK population, 2019-24

Consumers remain confident about their finances

Figure 21: Trends in how respondents would describe their financial situation, January 2018-December 2019

Sunshine helps to sell sunglasses

Figure 22: Sunshine hours, by season, 2014-19

Overseas travel helps build sunglasses sales

Companies and Brands – What You Need to Know

Specsavers has opened its 900th store

Overseas owners

Tesco acquisition boosts Vision Express' store numbers

Hakim has doubled store numbers in two years

Other opticians with ambition for growth

Virtual try-on will boost internet sales

New look for Boots Opticians

Photochromic contact lenses

Future product developments

Specsavers and Boots brands enjoy high levels of trust

Companies and Brands

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Specsavers is by far the largest group

Figure 23: Leading optical goods retailers' net revenues (excluding VAT), 2014-18

Tesco acquisition boosts Vision Express' store numbers

Figure 24: Leading optical goods retailers' outlet numbers, 2015-19

Other chains

Hakim has doubled store numbers in two years

Royston Bayfield aims for 50 outlets

Other small chains

Opticians with 'fair pricing'

Key developments in online selling

Contact lenses online

Daysoft develops a DTC model

Figure 25: Daysoft, 2020

Essilor takes a major position in digital selling

Several online sellers of glasses

Some 20% of fashion sunglasses are bought online

Amazon is selling online in Germany

Competitive Strategies

Slowdown in acquisition activity as the market concentrates

Why be inside a supermarket?

Specsavers expands into healthcare provision

Online presence for opticians serves a wide span of purposes

How the key retailers differentiate their brands

Disruptive strategies from smaller players

Launch Activity and Innovation

Virtual try-on for spectacles and sunglasses

Figure 26: Specsavers, Frame Styler, 2020

Bespoke eyewear will grow in popularity

Figure 27: Tom Davies, Bespoke glasses, 2020

Boots develops a new look

Figure 28: Boots Opticians, revamped Covent Garden store, 2019

Three examples of opticians 're-inventing' opticians

Ace & Tate opening its ninth store

Figure 29: Ace & Tate, Comparing the industry with own production, 2020

Figure 30: Ace & Tate, Glasgow store interior, 2020

Ollie Quinn offers 'fair prices'

Figure 31: Ollie Quinn, Brighton, 2020

Bailey Nelson now has two UK stores

Figure 32: Bailey Nelson, Old Spitalfields Market, 2020

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

A photochromic contact lens

Figure 33: Johnson & Johnson, photochromic contact lens, 2020

More examples of contact lens innovation

Delivering medication to the eye

Glucose monitoring without a finger prick

Print contact lenses at home or in-store

Zoom in with contact lenses

Heads-up displays on your contact lenses

More examples of spectacle innovation

Glasses that adjust focus automatically

We are yet to see commercial smart glasses

Advertising and Marketing Activity

Steady spending on advertising over 2018-19

Figure 34: Total above-the-line, online display and direct mail advertising expenditure on opticians, 2015-19

Specsavers dominates the advertising landscape

Figure 35: Optical goods advertisers' above-the-line, online display and direct mail advertising expenditure, 2019*

Specsavers consistently spends more than competitors

Figure 36: Top five optical goods advertisers, above-the-line, online display and direct mail advertising expenditure, 2015-19

Television and direct mail dominate spending

Figure 37: Advertising spend by opticians, by media, 2019*

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 38: Attitudes towards and usage of selected brands, December 2019

Key brand metrics

Figure 39: Key metrics for selected brands, December 2019

Brand attitudes: Asda Opticians value differentiates the brand

Figure 40: Attitudes, by brand, December 2019

Brand personality: Specsavers is fun

Figure 41: Brand personality – macro image, December 2019

Specsavers is reliable and welcoming

Figure 42: Brand personality – micro image, December 2019

Brand analysis

Specsavers is a true mass-market brand

Figure 43: User profile of Specsavers, December 2019

Vision Express captures higher earners

Figure 44: User profile of Vision Express, December 2019

David Clulow's customers are wealthy and young

Figure 45: User profile of David Clulow, December 2019

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Boots Opticians appeals to an upscale audience

Figure 46: User profile of Boots Opticians, December 2019

Asda Opticians is regarded as basic

Figure 47: User profile of Asda Opticians, December 2019

The Consumer – What You Need to Know

71% had an eye test in the last two years

13% are regular contact lens wearers

High level of purchasing activity

Specsavers is a dominant force for glasses

22% of contact lens shoppers bought through online specialists

Price, quality and convenience influence choice of optician

People recognise the importance of check-ups

Opticians have an opportunity to expand the contact lens market

Spectacles influenced by style and brands

Loyalty is fragile

Eye Tests, Contact Lens Appointments and Hearing Tests

71% had eye tests in the last two years

Figure 48: Eye tests, contact lens appointments and hearing tests in the last two years, December 2019

Laser Vision Correction

9% have had laser eyesight correction

Figure 49: Ever had laser surgery to correct vision, by age, December 2019

Contact Lens Wear

35% wear, or have ever worn, contact lenses

Figure 50: Experience of wearing contact lenses, December 2019

Discomfort is the key reason for opting out of contact lenses

Figure 51: Reasons for stopping wearing contact lenses, December 2019

Purchases of Eyewear and Hearing Aids

High level of purchasing activity

Figure 52: Eyewear and hearing aids purchased in the last two years, December 2019

Older bias towards spectacles shoppers

Figure 53: Prescription glasses purchased in the last two years, by age, December 2019

Younger bias towards contact lens shoppers

Figure 54: Prescription contact lenses purchased in the last two years, by age, December 2019

Retailers Used for Glasses and Prescription Sunglasses

Specsavers is the most used optician

Independents appeal to over-55s

Figure 55: Retailers used for glasses and prescription sunglasses bought in the last two years, December 2019

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Optical Goods Retailing - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Retailers Used for Contact Lenses

Specsavvers captures 39% of contact lens shoppers

Internet specialists popular for contact lenses

Figure 56: Retailers used for contact lenses bought in the last two years, December 2019

Factors Influencing Choice of Opticians

Multi-layered choice process

Convenience is key

Over-65s aware of healthcare

Figure 57: Factors influencing choice of opticians, December 2019

Attitudes towards Opticians

People recognise the importance of check-ups

Opticians have an opportunity to expand the contact lens market

Brands carry a premium

Figure 58: Attitudes towards opticians, contact lenses, December 2019

Style adds value in the market for spectacles

Brands matter more to male shoppers

Figure 59: Attitudes towards opticians, glasses style and brand, December 2019

The value of personal fitting

Independents have a strong image for healthcare

Figure 60: Attitudes towards opticians, fitting and independents, December 2019

Loyalty is a thing of the past

Competing with internet sellers

Young adults like the idea of self-testing eyes

Figure 61: Attitudes towards opticians, internet retailing, December 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com