

Eyeglasses and Contact Lenses - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The market of eyeglasses and contacts is highly competitive, and a few players account for the majority share. Additionally, changes in the way these products are bought and sold will impact the market. Opportunities for innovation exist to help players stand out from the competition and increase brand loyalty.”
– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Vision correction users looking to save money are shifting the retail landscape
- The market is dominated by a few key players, making it harder for smaller entrants to compete
- Higher interest in laser eye surgery will impact the market of eyeglasses and contact lenses
- Manufacturers of glasses and contact lenses can grow market share by increasing purchase opportunities to those beyond just people who require vision correction.

Sales of corrective vision products have increased 4% from 2012-13, mainly fueled by increased sales of contact lenses and over-the-counter (OTC) reading glasses. An aging population has helped to grow the market of OTC readers, while usage of contact lenses has increased, thanks to continued product innovation.

However, glasses and contacts tend to have high price points, which means that consumers replace them infrequently, and seek out ways to save money on purchases.

This report will help readers understand consumer demographic trends for those who wear contacts, glasses, and OTC reading glasses, as well as for those who have or are considering laser eye surgery. The report will also review major brands and their current marketing strategies, as well as make recommendations in this space.

The internet has changed how we live as well as how we shop, and this influence is being seen in the market for eyeglasses and contact lenses. Purchase location for eyeglasses and contact lenses will be assessed, as well as purchase influences including insurance coverage, optometrist recommendations, fashion trends, and price. Finally, the report will provide information on new trends and innovations in the eye care, eyeglasses, and contact lens industry.

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DID YOU KNOW?

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

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The Implications

Higher interest in laser eye surgery will impact the market of eyeglasses and contact lenses

The Issues

The Implications

Manufacturers of glasses and contact lenses can grow market share by increasing purchase opportunities to those beyond just people who require vision correction.

The issues

The implications

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Marcolin

De Rigo

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Viva International

Warby Parker

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CooperVision

Bausch & Lomb

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Key points

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Biotrue increasing in sales

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