

Eyeglasses and Contact Lenses - US - August 2015

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"Strong sales of contact lenses, driven by more widespread use of daily contacts and higher consumer spend, have boosted the eyeglasses and contact lenses market. The market will likely experience further growth due to an aging population as well as product innovations that address a wider variety of vision concerns."
- Margie Nanninga, Home & Personal Analyst

This report looks at the following areas:

- Market experiencing growth, driven by daily contacts use
- Unilateral pricing policies impact online sales, increase friction among retailers
- Category spend reduced by adults not seeing the eye doctor, especially among Hispanics

This report covers sales of corrective eyewear and eye/lens care products (such as contact solution and eye drops). Corrective eyewear includes prescription eyeglasses (lenses and frames), including untinted, tinted, and photochromic lenses. OTC reading glasses and contact lenses are also included.

For the purposes of this report, the eyeglasses and contact lenses market has been segmented as follows:

- Eye/Lens Care products
- Prescription eyeglasses
- Contact lenses
- OTC reading glasses

Excluded from this report are nonprescription (plano) sunglasses, eye creams, gels for the skin around the eyes, and prescription eye medications. In addition, boric acid has been excluded from the eye care/lens care category as this product has a range of uses and purchases and therefore cannot be directly linked to eye care.

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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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