

Optical Goods Retailing - UK - February 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Concentration of the retail sector has continued. The big three opticians, Specsavers, Boots and Vision Express, have all gained market share, thanks to the expansion of their chains. Attention grabbing deals remain the cornerstone of promotional strategy, but we are seeing more brand building by the chains in order to reduce the focus on discounting.”

— Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Can opticians find new ways to grow?
- What are the prospects for internet retailing in eyewear?
- Is there a future for independents?

In 2015 consumer spending on all optical goods and services rose by 2.4% in the year to reach £2,975 million. The best performing market segment was contact lenses, which saw sales increase by 2.9% to reach £564 million. The optical retail sector is concentrated into the hands of three large chains, Specsavers, Boots and Vision Express. Specsavers focuses on value, Boots positions itself as a health-led retailer and Vision Express is positioned as a quality optician with good healthcare. Independent opticians are gradually losing market share and many regional chains including Conlons and Rayners have been taken over by the multiples. Asda and Tesco have been improving market share helped by expansion of their in-house chains. These supermarket opticians are positioned at the low end of the price spectrum. Online selling has not made significant inroads in this marketplace but is becoming more established in contact lenses than in prescription spectacles.

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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 facts

The implications

Is there a future for independents?

The facts

The implications

The Market – What You Need to Know

Consumers spend £2,975 million on optical goods and eyecare

Population growth will increase demand

Market for sunglasses continues to grow

Innovation has helped to add value

Older customers will create more demand for services

More 25-34s boost demand for contact lenses

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Channels of Distribution

Unusual retail sector dominated by specialists

Boots and Vision Express gaining ground

Optical Express is concentrating on laser

Supermarkets on the rise

Figure 25: Distribution of optical goods by retailer, 2014 and 2015 (est)

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A note on adspend

Brand Research – Optical Goods and Sunglasses

What you need to know

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Brand analysis

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Innovative products could change the market

Key Suppliers to Opticians

Future disruption for spectacle suppliers?

Sourcing shifting from China

Smart glasses

Leading spectacle frame suppliers

Specialist spectacle lens suppliers

Suppliers of contact lenses and contact lens solutions

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Launch Activity and Innovation

- 3D printing could revolutionise the market
- Online sales expected to grow
- Superdrug enters the online market
- Self-testing instead of an opticians visit
- Smart glasses with prescription lenses
- Bespoke could lead to eyewear wardrobes
- Screening school children

The Consumer – What You Need to Know

- Older and wealthier more likely to have eye exams
- Glasses are the most-used eyewear
- Fashion sunglasses most-bought by under 44s
- Specsavers has the broadest appeal
- Ageing customer base for indies
- Combination of expertise and style
- High Street Devotees want better functionality
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