

Eyeglasses and Contact Lenses - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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"The eyeglasses and contact lenses market is projected to grow 4.6% in 2017, reaching \$32.1 billion after rebounding from softer sales in 2016."

- Jana Vyleta, Health & Personal Care Analyst

This report looks at the following areas:

- Limited, declining penetration of corrective surgery due to cost
- Many consumers not ready to buy glasses and get eye exams online

Sales of prescription corrective eyewear continue to drive the industry, fuelled by an aging population and the limited appeal of corrective surgery. Efforts to digitize eye exams and glasses purchases will have to grapple with the importance consumers place on a relationship with an eye doctor and the need to assess the fit and look of glasses in person. Some adults are concerned about the effects of electronic screens on their vision, leaving opportunities for new product solutions.

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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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