Optical Goods Retailing - UK - February 2021

Report Price: £2195 | $2995 | €2600

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

This report looks at the following areas:

With optical goods retailers and specialists closed during the first lockdown and just 14% of people who bought spectacles over the last two years doing so online, the category suffered as practices had little to no sales for several months of the year.

Initially, COVID-19 was a huge blow to the industry. However, practices have been allowed to remain open during the two subsequent lockdowns across the UK, providing some much-needed respite. Even with practices now open, many do not have the capacity to see the same number of patients as rooms need to be deep-cleaned between appointments, and many are still reluctant to go in for an eye test as fears of catching the virus remain.

One of the major threats to the market is the decline in consumer confidence. The optical retail market is already one that is very competitive on price, and with many struggling financially, it is likely to become even more so, with Boots Opticians already advertising its ranges by showcasing their affordability. Many will start to trade down as people are reluctant to make any big purchases.

Nevertheless, there are plenty of opportunities in the sector. COVID-19 has heightened people's awareness around their health, and with people spending so much time looking at screens, they are likely to start to prioritise eye health, an area that has previously been neglected, particularly by younger generations. Furthermore, with people spending more time looking at themselves on screen, they could also be persuaded to update their style with a new pair of glasses.

Issues covered in the Report:

- **The impact of COVID-19 on the optical goods market**
- **Channels used to shop for optical goods**

"In the immediate aftermath of the COVID-19 outbreak in the UK, the optical goods and services market suffered large declines as stores were forced to close. This has led some chains to rethink their store positions as city centres and shopping centres remain quiet even with stores re-opened."
- Chana Baram, Senior Retail Analyst

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- Reasons why people purchased optical goods online or in-store
- Consumer behaviour towards optical goods
- Interest in innovations within the optical goods sector

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

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About Mintel

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