

## Optical Goods Retailing - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

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“Concentration of the retail sector has continued and major suppliers have moved into online selling. The largest retailer, Specsavers, has continued to build market share, thanks to their expansion, as well as the addition of related services. Attention-grabbing deals remain the cornerstone of promotional strategy, but we are seeing more brand building by the chains to reduce the focus on discounting.”  
**– Jane Westgarth, Senior Market Analyst**

This report looks at the following areas:

- **What impact is online selling having on the market for optical goods?**
- **Is laser surgery having an impact on the market for spectacles and contact lenses?**
- **Will spectacle businesses get into the emerging market for wearable technology?**

This Report covers core goods and services sold through opticians including:

- **Eye tests**
- **Prescription sunglasses**
- **Spectacle frames and lenses (we use the terms glasses and spectacles interchangeably)**
- **Contact lenses (including aftercare)**
- **Contact lens solutions through opticians, chemists and other outlets.**

In addition, this Report includes eyecare solutions, such as Optrex, eyebaths and eye masks, which are used for the treatment of sore and tired eyes.

The Report also looks at the market for non-prescription sunglasses including those sold by outlets other than opticians.

For the purposes of this Report, retail opticians' shops and optical practices refer to shops staffed by qualified opticians. There are three types of practitioner:

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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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## Key Suppliers to Opticians

- Essilor developing online businesses via acquisition
- Essilor merges with Luxottica
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22% switched opticians for their last eye test

Young, affluent consumers most likely to have had laser surgery

26% bought fashion sunglasses

Prescription glasses dominate the market

Plenty of opportunity to increase sales values

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Style is a key draw for spectacles shoppers

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Figure 55: About the last eye examination, October 2016

22% switched opticians for their last eye test

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Independents used by those with healthy finances (14%)

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Tesco outruns Asda

Figure 66: Retailers used for prescription eyewear, October 2016

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