

# Optical Goods Retailing - UK - 2022

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The lasting impact of COVID-19 on the optical goods market
- How inflation and the rising cost of living will affect the optical goods market
- Channels used to shop for optical goods
- Reasons why people purchased optical goods online or in-store
- Consumer behaviour towards optical goods and appointments
- Interest in innovations within the optical goods sector

With COVID-19 restrictions coming to an end in the UK, optical goods specialists have gradually been returning to normal. There is still a high level of engagement in the eyewear market, with 41% of consumers purchasing prescription glasses made for them; however, this is down on last year's reported data by ten percentage points as consumers forgo buying new styles. Some 66% of consumers choose an optician they have used before, showing that habit and brand loyalty remain prevalent in the industry.

The economic assumptions covered below offer a threat to the optical goods market. Increasing inflation will push the prices of goods up, making it more expensive for consumers looking to update or replace glasses or contact lenses. Whereas consumers held back on making eye-test appointments over fears around COVID-19, inflation and the rising cost of living may affect consumers' willingness to spend on non-discretionary items, including updated glasses.

There is also the concern that consumers will hold back on making eye-test appointments unless essential as their household budgets are cut. Customers also tend to go for vision checks every 2–3 years, so the anniversary of the lockdown is expected to present an increase in demand. Capacity tends to be fixed, so any fluctuation is difficult to deal with.

As consumer concerns around their health are still very much present, this continues to present opportunities within the sector as people place more importance on their eye health. Concerns around screen time and the



“The optical goods market has been affected by COVID-19 and the cost of living crisis. Consumers continue to forgo non-essential appointments and spending. In-store opticians remain the preference for consumers, but there is scope for retailers to encourage consumers back into their practises.”

– Fiona McDonald, Retail Analyst, March 2022

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subsequent purchasing of blue-light glasses gives optical goods specialists scope to educate consumers on these issues. With the rising interest in sustainability infiltrating the optical goods market, there is also the opportunity to highlight sustainable products offered by retailers, with recycled frames and plastic-neutral contact lenses increasing in popularity within the sector. There is even interest in sustainable frames across generations. Sustainability is often an area highlighted by the younger generations, so it is interesting to note that Gen X show a higher interest (40%) than Gen Z (34%).



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