

Global Online Optical Retail Market: Trends & Opportunities (2014-2019)

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Abstracts

Scope of the Report

The report titled “Global online Optical Retail Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of major online optical markets all over the globe. The report assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2014-19). Further, key players of the industry -Luxottica, Fielmann and Essilor (Coastal.Com) have been profiled.

Country/ Regional Coverage

Asia

China

Japan

Australia

New Zealand

Americas

North America

Latin America

Europe

Germany

Sweden

Spain

Italy

United Kingdom

France

Netherlands

Company Coverage>

Luxottica

Essilor

Fielmann

Executive Summary

The global online optical retail market has been showing tremendous growth since past few years. With the recent dramatic introduction of online sales, competition for the optical retail market has grown considerably and prices have changed accordingly. The development of the online platform opens up the industry to broader competition as more and more companies are entering into the online optical retail market. To tap the growth of the online channel, major eyewear manufacturers have ventured into this space to leverage the market potential. The market is highly dynamic and trendy in nature with major importance given to the quality of optical material.

The growth of the global online optical retail market is driven by a number of factors that include growth in internet usage, smartphone, tablets and economic growth. Acknowledging these factors, it could be said that the online optical retail market business will certainly gain importance in the years to come.

Problematic home deliveries, hesitant shoppers, lack of technology and logical infrastructure, underdeveloped eyewear market and several other issues pose major challenge to the growth of this business. Major trends prevailing in the online optical retail market are high demand of optics in developed countries and eyewear market still mostly being unbranded.

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