OPTICS
MARKET OVERVIEW

GfK Panelmarket covers Russian cities with a population of over 100 thousand inhabitants, Opticians distribution channel excluding Internet sales. All subsequent figures apply only to this segment of the Russian market.

Optics market

Optics market turnover in Q1-Q3 2017 has exceeded 14 bln Rub recording the growth of over 3% vs the same period of year 2016. The main drivers were "competing" products like spectacle frames and contact lenses. Only the sunglasses have shown a negative trend in value of -5%. There were several reasons behind such difference of trends.

Eyewear (Sunglasses and Spectacle frames)

The trend of demand for sunglasses was rather negative in 2017 in general. The weather has spoiled the 1st half of this year and all hopes were to Q3. However, only one sunny month in most of Russian regions could not switch the annual trend to positive. Moreover, while Q3 2017 demand was up by almost 4% in units to Q3 2016, the value Rub recorded -10%. The sales volume was driven not only by improved weather but even more by very active promo in retail. Average price cut of almost -13% attracted 4% more purchases only. The value trend for 9 months of 2017 for spectacle frames and lenses looks better (value +5% and +1% respectively).

Contact Lenses

In Q3 2017 contact lenses market has recorded the best result within the last 3 years. The value has exceeded Q3 2016 by 17.4% while Q1-Q3 value is almost 10% above the amount of Q1-Q3 2016. The active sales of big packs daily spherical lenses could be one of the reasons. On the top consumption in summer period was influenced by active travelling and vacations. Patients who combine the reusable and daily types do support the positive trend. Consumers are ready to try innovative products and to pay extra for better features.

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