



Euromonitor
International

Top E-Commerce Trends Shaping Eye Health

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Top four e-commerce trends in eye health

STATE OF PLAY

Baby Boomers and Millennials are the mainstays

Eyes are also on Gen Z and Gen Alpha

COVID-19 accelerated growth in e-commerce in eye health

Current drivers of e-commerce growth in eye health

STATE OF PLAY

Omnichannel is the way of the future for eye health

TOP E-COMMERCE TRENDS SHAPING EYE HEALTH

Top e-commerce trends shaping the eye health industry

ONLINE-TO-OFFLINE (O2O) STRATEGIES

Online-to-offline O2O commerce shifting the eye health game

Key trends shaping online-to-offline O2O commerce strategies in eye health

1. Placing orders online while in-store

Rounz launches “zero-contact” retail store in South Korea, with integrated O2O shopping

2. Drive to store: App purchases to include store incentives

Indonesian brand Saturdays pushes O2O experience with new mobile app and modern café

Optical good store Eyewa partners with Entertainer app in Dubai to offer exclusive deals

3. Phygital reality: The need for a seamless transition from online-to-offline and vice versa

Dubai-based Eyewa enters into physical retail space with 50 stores in two years across GCC

4. VR and AI strategies: VR to become mainstream for younger cohorts in eye health

4. VR and AI strategies: Privacy challenges facing VR tools in eye health

VR store Sunglasses Hut Utopia is created by EssilorLuxottica for summer 2022 campaign

Dutch tech firm PTTRNS.ai creates AI digital stylist tool for a personal shopping experience

Considerations for business

SOCIAL MEDIA HERE TO STAY

Embracing social media no longer optional for eyewear brands

Not building a brand on social media hinders potential customers from finding you

Younger consumers continue to drive digital shift

Bausch & Lomb launches #LUMIFYEyeDance TikTok challenge in the US

Alcon teams up with Venus Williams for the launch of Systane Complete eyedrops in the US

Optical retailer Zenni uses influencer marketing to support smooth digital transformation

Considerations for business

FOCUS ON THE LAST MILE

Last mile strategies are in focus in eye health

Visionary Holdings partners with Uber Eats to deliver contact lenses in Japan

UAE-based optical retailer Eyewa partners with online flowers delivery platform Floward

Considerations for business

REMOTE CONSULTATIONS

Trend 4: Remote consultations

German optical group Zeiss launches vision screening app as first part of consumer journey

Dutch tech company Easee launches world's first digital eye test platform

Considerations for business

HOW TO WIN IN DIGITAL EYE HEALTH

What will it take to win?

Key takeaways

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