#70 Marketing Club 19th Alex Egyptian Optical Market insights

Tuesday 20-12-2022

8 PM EGY 9PM KSA 10PM UAE

#### FOUNDER & HOST

#### **Dr.Mahmoud Bahgat**



INSTRUCTOR

#### MR.Mohamed attia Optics Marketing Manager

# Egyptian Optical Market insights

By

**Mohamed Attia** 





## Index

- What is Optical Market in world vs in Egypt
- World Optical Market statistics
- Africa Optical Market & Asian arab Optical Market statistics
- Relative Arabic markets statistics
- Egyptian Optical Market statistics
- What is lenses
- Progressive Lenses







- The Optical market is the place which people find the solution to get vision correction.
- All over the world except Egyptian and Turkish Market the consumer find the eye test and the glasses or contact lenses in one place.









- In Egypt we are totally Different the doctor makes the test and sell contact lenses and the optical store are responsible only to sell Glasses and lenses.
- There are a lot of other solutions for vision correction like contact lenses and some surgery like laser
- Also there are lot of other vision problems like cataract with needs another surgery to change the eye lenses













- Revenue in the Eyewear market amounts to US\$122B in 2022.
- The market is expected to grow annually by 6.60% (CAGR 2022-2027).
- The market's largest segment is the segment Spectacle Lenses with a market volume of US\$50.87bn in 2022.
- In the Eyewear market, volume is expected to amount to 10,664B pcs. by 2027.
- The average volume per person in the Eyewear market is expected to amount to 0.9 pieces in 2022.
- By 2022, 84% of sales in the Eyewear market will be attributable to Non-Luxury goods.







# **Asian Arab Optical Market**

- Revenue in the Eyewear market amounts to US\$3.69bn in 2022.
- The market is expected to grow annually by 7.10% (CAGR 2022-2027).
- The market's largest segment is the segment Spectacle Lenses with a market volume of US\$1.12bn in 2022.
- In the Eyewear market, volume is expected to amount to 506.6m pcs. by 2027. The Eyewear market is expected to show a volume growth of 8.6% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 1.3 pieces in 2022.







## North Africa Optical Market

- Revenue in the Eyewear market amounts to US\$908.20m in 2022.
- The market is expected to grow annually by 7.10% (CAGR 2022-2027).
- The market's largest segment is the segment Eyewear Frames with a market volume of US\$338.00m in 2022.
- The Eyewear market is expected to show a volume growth of 9.1% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 0.6 pieces in 2022.
- By 2022, 89% of sales in the Eyewear market will be attributable to Non-Luxury goods.







# Germany Optical Market

- Revenue in the Eyewear market amounts to US\$7.07bn in 2022.
- The market is expected to grow annually by 5.84% (CAGR 2022-2027).
- In the Eyewear market, volume is expected to amount to 407.8m pcs. by 2027. The Eyewear market is expected to show a volume growth of 20.6% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 3.7 pieces in 2022.
- By 2022, 86% of sales in the Eyewear market will be attributable to Non-Luxury goods.





# France Optical Market



- Revenue in the Eyewear market amounts to US\$6.12bn in 2022.
- The market is expected to grow annually by 4.89% (CAGR 2022-2027).
- In the Eyewear market, volume is expected to amount to 246.8m pcs. by 2027. The Eyewear market is expected to show a volume growth of 18.8% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 3.1 pieces in 2022.
- By 2022, 86% of sales in the Eyewear market will be attributable to Non-Luxury goods.



# **UAE Optical Market**



- Revenue in the Eyewear market amounts to US\$519.50m in 2022.
- The market is expected to grow annually by 6.61% (CAGR 2022-2027).
- In the Eyewear market, volume is expected to amount to 48.4m pcs. by 2027. The Eyewear market is expected to show a volume growth of 5.9% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 3.9 pieces in 2022.

• By 2022, 95% of sales in the Eyewear market will be attributable to Non-Luxury goods.



# **KSA Optical Market**



- Revenue in the Eyewear market amounts to US\$767.20m in 2022.
- The market is expected to grow annually by 6.19% (CAGR 2022-2027).
- The market's largest segment is the segment Spectacle Lenses with a market volume of US\$253.30m in 2022.
- The average volume per person in the Eyewear market is expected to amount to 2.2 pieces in 2022.
- By 2022, 94% of sales in the Eyewear market will be attributable to Non-Luxury goods.



# **Morocco Optical Market**



- Revenue in the Eyewear market amounts to US\$175.00m in 2022.
- The market is expected to grow annually by 8.80% (CAGR 2022-2027).
- In the Eyewear market, volume is expected to amount to 47.4m pcs. by 2027. The Eyewear market is expected to show a volume growth of 15.7% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 0.9 pieces in 2022.
- By 2022, 90% of sales in the Eyewear market will be attributable to Non-Luxury goods.







# Egyptian Optical Market

- Revenue in the Eyewear market amounts to US\$363.00m in 2022.
- The market is expected to grow annually by 7.90% (CAGR 2022-2027).
- The market's largest segment is the segment Eyewear Frames with a market volume of US\$148.50m in 2022.
- In the Eyewear market, volume is expected to amount to 59.2m pcs. by 2027. The Eyewear market is expected to show a volume growth of 8.3% in 2023.
- The average volume per person in the Eyewear market is expected to amount to 0.3 pieces in 2022.
- By 2022, 85% of sales in the Eyewear market will be attributable to Non-Luxury goods.





	2005	2022
Population in millions	<b>75 M</b>	<b>100 M</b>
People who needs correction	<b>42 M</b>	<b>59 M</b>
Actual Number corrected in Millions	<b>10 M</b>	<b>18 M</b>
Non fulfilled need	<b>32 M</b>	<b>41 M</b>





	2005	2022
Population in millions over 40	<b>34 M</b>	<b>42 M</b>
People who needs correction	34	<b>42</b>
Actual Number corrected in Millions	0.1	0.12
Non fulfilled need	<b>34M</b>	<b>42 M</b>

















categorey	world	Egypt
A	5%	0
В	10%	0
С	25%	0
D	10%	10%
E	30%	25%
F	20%	65%







# What is lenses

#### What we are selling in Glasses ???

#### Frame + Lenses = Glasses

#### Lenses = Index+ Design + Coating + Brand name







# What is lenses

- Lenses = Index+ Design + Coating + Brand name
- **Index = Lenses thickness**
- **Design** = how we see throw the lens
- **Coating** = **Protection layers**
- **Brand name = The Brand**









#### Single Vision Lenses

One viewing area or focal length

#### **Multifocal Lenses : Bifocals**

Two viewing areas or focal lengths

#### **Multifocal Lenses: Trifocals**

Three viewing areas or focal lengths

#### **Progressive Lenses**

Power gradually varies – no lines

Distance, intermediate & reading vision

Reading & intermediate vision  $\rightarrow$  extended focus









# What is lenses

**Lens** (lɛnz) *n.* **1.** a piece of glass or transparent material with two polished surfaces, used to converge or diverge light and form an optical image





#### **PRESCRIPTION TERMS**



- SPHERE POWER
- CYL POWER
- CYLAXIS





# SPECTACLE LENSES

#### Two basic types

• Plus Lenses: thick in the centre & thin at the edges













## **NORMAL FOCUSING - EMMETROPIA**



• The Eye power is perfect

• A clear image is formed on the retina









## **MYOPIA - SHORTSIGHTED**

- Myopia
- Shortsighted

 Image is focussed in front of the retina

- Eyeball is too long, or
- Eye power is too strong







EXAMPLE: -5.00sph



## **CORRECTING MYOPIA**

- Eye power is too strong
- Image is focussed in front of the retina
- So, need to reduce the power
- Corrected with minus lenses
- Pushes the image back onto the retina







EXAMPLE: -5.00sph



## HYPERMETROPIA - LONGSIGHTED

- Hypermetropia
- Hyperopia
- Longsighted

 Image is focussed behind the retina

- Eyeball is too short, or
- Eye power is not strong enough







EXAMPLE: +4.00sph



## **CORRECTING HYPERMETROPIA**

- Eye power is not strong enough
- So, need to add power

- Corrected with
  plus lenses
- Pulls the image forward onto the retina







EXAMPLE: +4.00sph



## ASTIGMATISM

- The eye power is different in different direction
- The power in this direction will focus at one point
- The power in this direction will focus at a different point









## ASTIGMATISM

- Occurs in many lens
  combinations
- Minus lens types
- Both focusing points
  will be in front of the
  retina









## ASTIGMATISM

- Plus lens types
- Both focusing points will be behind the retina











- Glass Lenses (mineral)
  - 70% quartz
  - 20% fluxing material
  - 10% oxides (hardener)
- Crown glass (1.523)
- Hi index (flint glass)
  - 1.7, 1.8 & 1.9
- Production





Use is consistently decreasing





## LENS MATERIALS

- Plastic organic lenses
  - Manufactured from synthetic plastic materials
  - CR 39 (1962) 1.49 Index
  - Higher index plastics from 1987
    - Polycarbonate 1.59 (10x tougher than CR 39)
    - 1.54, 1.56, 1.6, 1.67 & 1.74 materials













#### LENS PRODUCTION STOCK LENSES









#### LENS PRODUCTION GRIND LENSES

Traditional grinding Digital surfacing technology













## LENS COATINGS & TREATMENTS











## An overview

- LENS COATINGS
  - Anti-scratch coatings
  - Anti-reflection coatings
  - Anti-smudge coatings
- UV PROPERTIES
- TINTS
  - Cosmetic tints
  - Sunwear tints











- Now all good quality plastic lenses include a scratch resistant coating
- Not all scratch resistant coatings are the same quality
- Typically lenses that can be tinted have a softer scratch resistant coating

#### AND REMEMBER

They are scratch resistant **not** scratch proof!









## → ANTI-REFLECTION COATINGS



Anti-reflection coatings have two important functions

- Reduce reflections bouncing off the lens surface into the persons eyes
- Reduce reflections bouncing off the front surface of the lens





Improved vision, lets more light through the lens





#### → ANTI-REFLECTION COATINGS











## → ANTI-SMUDGE COATING





UNCOATED LENS



WATER ON NEVA+ LENS



OIL ON NEVA+ LENS

- A major issue with antireflection coatings has been cleaning them
- Anti-smudge coatings make cleaning easier



















## → ANTI-REFLECTIVE COATINGS

What's in it for me?

- Looks better
  - No reflections from the front surface
- See better
  - No reflections from the back surface
  - More light through the lens
- & depending on the coating
  - More scratch resistant
  - Easy to keep clean

























- It is well know that UV exposure contributes to skin cancer
- UV exposure has also been linked to the development of some serious eye diseases, Cataracts, Macular Degeneration & Pterygium growth
- In is now common to see quoted on lenses the amount of UV protection they provide.

UVA: 1	the suns most damaging radiation it can	get inside the eye	
UVB: O	causes sunburn, it can damage the cornea	but can't get inside the eye	
JV light comes from the sun. It is invisible to the numan eye	There are 3 types of UV light UVA, UVB & UVC	UVB is absorbed by the cornea. It can cause damage to the surface of the eye	UVA can penetrate inside the eye and damage the lens & retina







Marketing































Improved safety

















#### **SPORTS**







#### GENERAL COMFORT









## → PHOTOCHROMATIC LENSES



Photochromatic lenses change colour when they are exposed to UV light 









- Presbyopia is the progressive loss of our close focusing that occurs naturally as we get older.
- As we get older the closest distance our eyes can focus gets further away.
- By the time we reach our mid 40's this starts to make it hard to read and do any other close tasks









## → UNDERSTAND THE OPTIONS

#### Marketing

#### **Single Vision Lenses**

One viewing area or focal length











## **DEPTH OF FOCUS**

#### Inversely related to working distance











#### • A standard morning task





57





A standard task - How do progressive work?















A standard task - How do progressive work?















#### A standard task - How do progressive work?















#### How do they work?













#### How do they work?







attia



# Q & A Thanks For your Time

#### #70 Marketing Club 19th Alex Egyptian Optical Market insights

Tuesday 20-12-2022 8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat





MR.Mohamed attia Optics Marketing Manager

