

Keeping an Eye On

# Online Shopping Trends



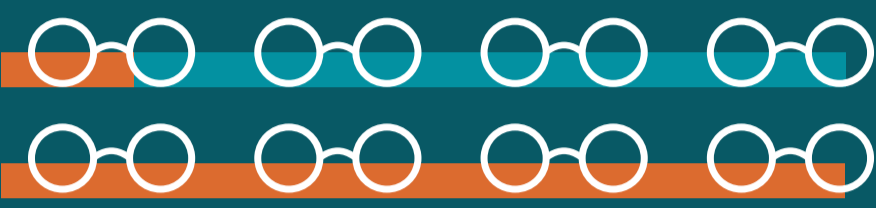
Online sales of eyewear, contacts and glasses reached over

**\$2.1 billion in 2018.<sup>1</sup>**

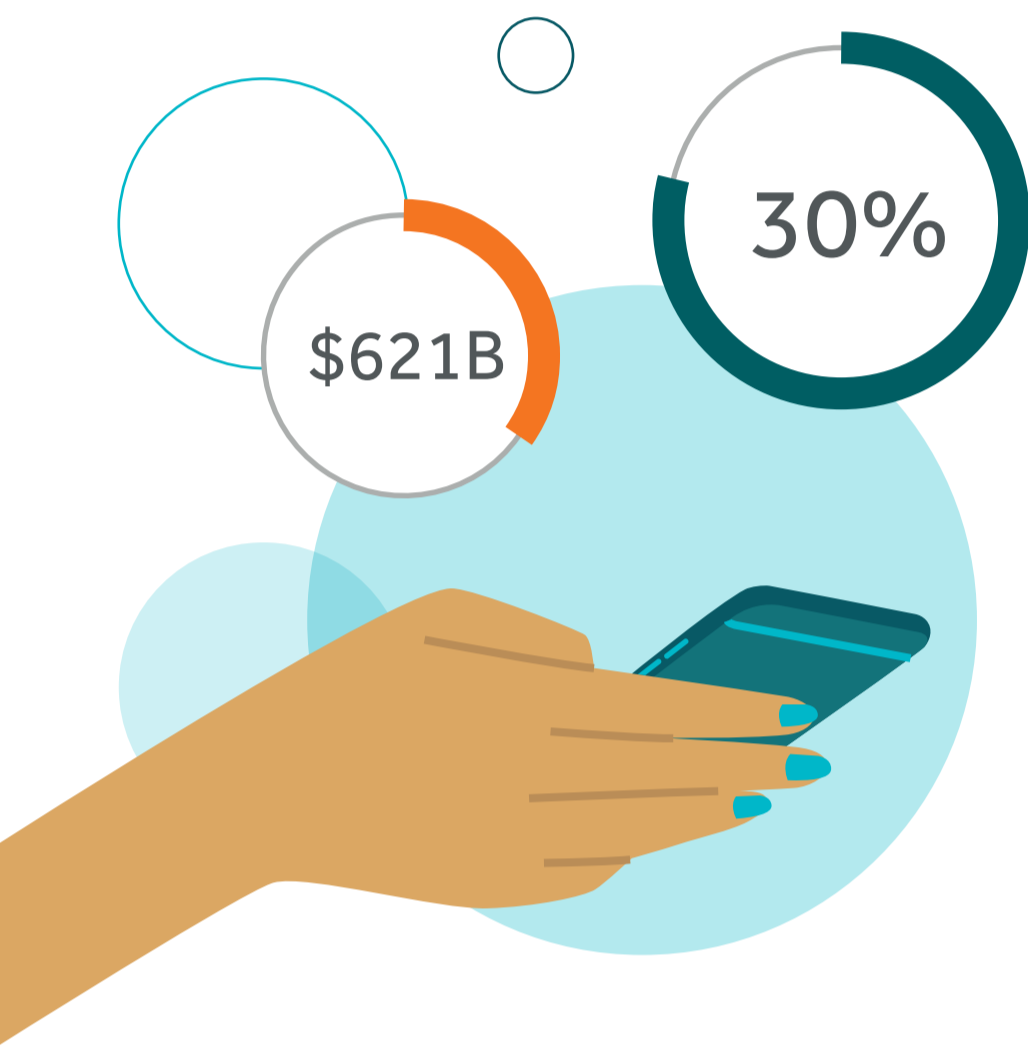
Consumers want convenience:

**88% of consumers**

like online shopping because of the ability to shop day or night and easily find products.<sup>2</sup>



## The Move to Mobile



30% of internet users have made a purchase using their mobile device each week in 2021.<sup>3</sup>

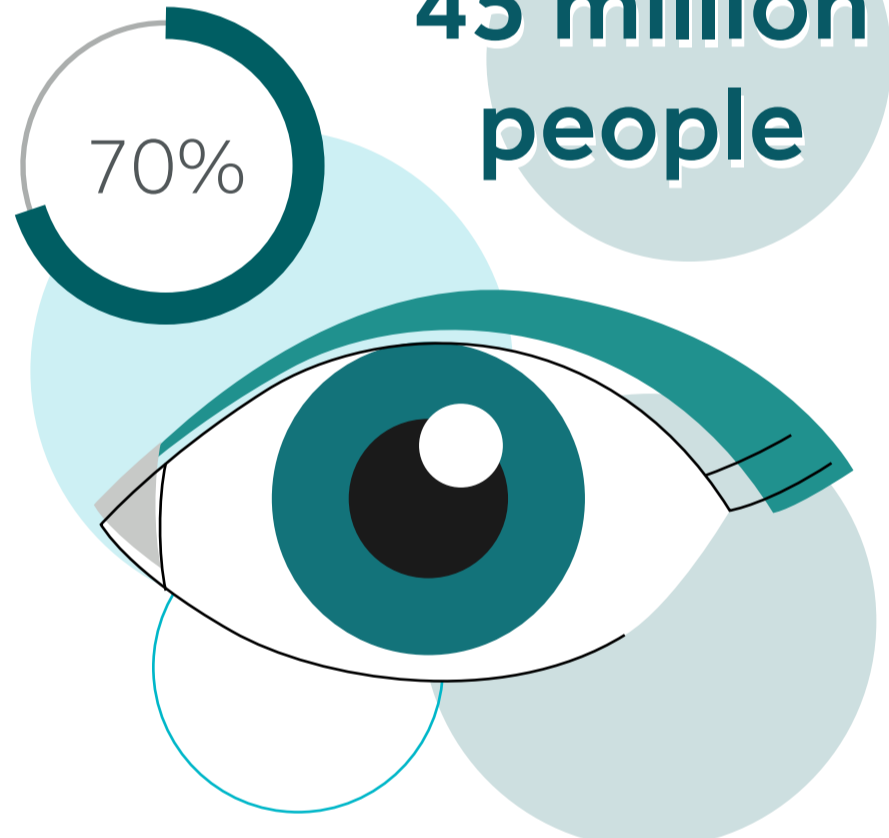
Mobile commerce is expected to hit \$620.97 billion by 2024.<sup>4</sup>

## Reducing Risky Behavior

An estimated **45 million** people in the U.S. wear contact lenses.<sup>5</sup>

**45 million people**

**70% of people** who buy lenses from online retailers replace their contacts as recommended, compared to **61%** of those getting lenses from their eye care professional.<sup>6</sup>



## Who Is Buying Online?

34.8% of recent contact lens buyers reported using the internet to varying degrees during their last purchase.<sup>1</sup>

25.5% of prescription eyeglass buyers used the internet for assistance during their last purchase.<sup>1</sup>

**35% vs 26%**



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Sources:

1. <http://blog.opticaldynamics.com/?p=4556>

2. <https://www.npr.org/about-npr/617470695/npr-marist-poll-amazon-is-a-colossus-in-a-nation-of-shoppers> <https://www.cdc.gov/contactlenses/fast-facts.html>

3. <https://www.statista.com/statistics/280134/online-smartphone-purchases-in-selected-countries/>

4. <https://www.shopify.com/blog/mobile-commerce>

5. <https://www.cdc.gov/contactlenses/fast-facts.html>

6. <https://www.prnewswire.com/news-releases/online-consumers-of-contact-lenses-more-likely-to-follow-best-practices-for-contact-use-300132358.html>