Euromonitor International

Top E-Commerce Trends Shaping Eye Health

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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
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Dubai-based Eyewa enters into physical retail space with 50 stores in two years across GCC
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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
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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
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Dutch tech company Easee launches world’s first digital eye test platform
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