

SPAIN

Contents

CONTENTS

HOW TO GET THE MOST OUT OF THE IMM.....	4
---	---

SUMMARIES

POPULATION SUMMARY AND VISUAL NEEDS	6
SPECTACLE LENSES SUMMARY	10
OPHTHALMIC FRAMES AND SUNGLASSES SUMMARY	13
CONTACT LENSES SUMMARY	15
REFRACTIVE SURGERY SUMMARY	16
LENS MANUFACTURERS SUMMARY	18
RETAIL OUTLET AND VALUE SUMMARY	19
INTERNET PROVIDERS SUMMARY	22
EDUCATION AND UNIVERSITIES SUMMARY	24

POPULATION AND DEMOGRAPHICS

SPAIN POPULATION DENSITY AND GNI/CAPITA.....	25
INTERNATIONAL COMPARISONS.....	26
TOTAL POPULATION.....	27
MALE POPULATION	28
FEMALE POPULATION.....	29
POPULATION NEEDING AND USING VISION CORRECTION	30

OPHTHALMIC LENSES

OPHTHALMIC LENS VOLUME AND VOLUME %	31
OPHTHALMIC LENS VALUE AND VALUE %	32
OPHTHALMIC LENSES ASP	33
OPHTHALMIC LENS TYPES SOLD BY RETAIL TYPE	35
OPHTHALMIC LENS TYPES SOLD BY MATERIAL / INDEX	36
OPHTHALMIC LENS TYPES SOLD BY MATERIAL/INDEX	37
OPHTHALMIC LENS TYPES SOLD BY MATERIAL/INDEX %.....	38
FRAMES AND SUNGLASSES VOLUME AND VALUE	40

CONTACT LENSES

CONTACT LENSES VOLUME AND VOLUME %.....	41
CONTACT LENSES VALUE AND VALUE %	42
CONTACT LENSES AVERAGE SELLING PRICE	43

REFRACTIVE SURGERY

REFRACTIVE SURGERY VOLUME AND VOLUME %.....	44
REFRACTIVE SURGERY VALUE AND AVERAGE SELLING PRICE	45

LENS MANUFACTURERS

LENS MANUFACTURERS SHARE VOLUME %.....	46
LENS MANUFACTURERS SHARE VALUE %.....	47
PRINCIPAL LENS MANUFACTURERS AND RX LABORATORIES.....	48
SMALLER SUPPLIERS	49

RETAIL INFORMATION

RETAIL OPTICAL SALES – ALL CHANNELS.....	50
TOTAL RETAIL SALES OF OPTICAL CHAINS.....	51
TOTAL RETAIL SALES OF MARKETING GROUPS.....	52
TOTAL SALES OF INDEPENDENTS	53
TOTAL RETAIL OPTICAL SALES	54
BUYING GROUPS IN OPTICAL RETAIL	55

OTHER INFORMATION

QUALIFICATIONS	56
ASSOCIATIONS	57
OPTICAL MAGAZINES.....	59
SWV RESEARCH SOURCES	60
DISCLAIMER UND CURRENCY	61

The complete market model is available for sale at a price of €3,000. It gives an in-depth independent opinion on the Spanish vision care market, now and in the future.

For companies only interested in the ophthalmic lens market, a shortened version, containing the sections “Ophthalmic lenses and lens manufacturers”, is available at a price of €1,500.

For further information please contact Ingeborg Mackenzie ingeborg@swv4u.com

HOW TO GET THE MOST OUT OF THE IMM

Every year from 2001 through to 2011, Strategy with Vision (SWV) has gathered data on the five largest vision care markets in Europe. These are France, Germany, Italy, Spain and the UK. In addition, other markets are researched on a less frequent basis. This information is put together in this document called "The International Market Model". It has been prepared specifically for use by people working in organisations who wish to research the Vision Care Industry. The objective of the International Market Model is to measure sales by manufacturers and distributors to optical retailers.

SWV INCLUDES THE FOLLOWING VISION CARE PRODUCTS IN THIS ANALYSIS:

- Ophthalmic lenses
- Ophthalmic frames
- Contact lenses
- Contact lens solutions
- Sunglasses (both plano and Rx)
- Accessories (such as chains to hang a frame from, ready readers and low vision aids)

These data have been used in the following situations:

1. During budget meetings, in order to have a neutral set of figures available
2. In benchmarking an organisations' progress against the total market
3. To look at long term trends on the basis of standardised analysis
4. To obtain a basic understanding of the vision care market in a country
5. For checking different sources of data published and making comparisons
6. As a neutral source in presenting financial plans to investors.

The methodology uses face to face or telephone interviews with manufacturers and distributors in the market to conduct the research. The objective is to interview 80% of all unit volume sold in a market segment, for example ophthalmic lenses.

Estimates are made of the remaining 20%, based on SWV knowledge of companies of a similar size. Successfully identifying as many distributors as possible, including the small ones, is key to the success of the IMM. SWV uses a questionnaire where the majority of the answers are given as percentages. This is usually simpler than asking absolute figures. Obviously, a benchmark figure has to be made for the company concerned. In addition, where necessary, optical chains are also interviewed. This is the case, for instance, in The Netherlands, where optical retail chains import ophthalmic lenses directly from the Far East or from their own suppliers located outside of the country.

To estimate the size of the ophthalmic frame market SWV uses data it obtains from its ophthalmic lens research. This has now been going on for 8 years and in the opinion of SWV provides fairly accurate figures. This is a more reliable method of research than trying to interview a representative sample of suppliers and distributors. In France, there are approximately 250+ companies supplying frames to optical retail, in Germany, the figure is over 300.

To calculate the number of ophthalmic frames sold, conducts interviews with cut, edge and fit laboratories and retailers and makes the following calculations:

- The number of ophthalmic lenses sold to optical retailer
- The numbers of breakages and returns
- The percentage of new ophthalmic lenses put into an old frame.

The other vision care products covered in the International Market Model are:

SUNGLASSES

There are three different types of company supplying the optical retailer:

- Sun Rx companies – these are companies supplying prescription sun lenses
- Rx sun companies – these are companies supplying plano and prescription sun lenses in a frame
- Manufacturers and distributors of branded and non-branded plano sunglasses.

The plano sunglass sectors is surveyed on a regular basis as part of an ongoing long-term study for the European Sunglass Association (ESA). The published highlights of the report are shown here, the full survey can be purchased from ESA.

CONTACT LENSES

Where reliable data for a product segment exists, for instance contact lenses and solutions, SWV uses published data. SWV then tries to improve the quality of that data by interviewing companies selling conventional contact lenses which are often underestimated in, for example, the EuromContact data, as well as estimating the percentage of contact lens and solution sales made through non-optical channels.

REFRACTIVE SURGERY

A refractive surgery clinic sells directly to the end consumer. The values of goods, delivered to clinics, are minor in comparison to the value added, generated within the clinic. Therefore, for this industry, SWV makes estimates based on number of operations carried out and the average price of the operation to the consumer. It is a useful benchmark to have, as refractive surgery can be an alternative to other vision care products.

THE STRUCTURE OF RETAIL OPTICAL SALES

Demand for information regarding the structure of retail sales has grown. SWV has a detailed breakdown of the retail structure by country (See also Internet Sales below). Individual chains and their market shares in volume and value are shown, as well as other optical retail forms, such as Marketing Groups, Independents plus Members of Buying Groups and Mutuelles. An estimate of the total value of optical retail sales to the end consumer is made by starting at the value of manufacturer and distributor sales to opticians, applying the mark ups that have been identified and then adding the appropriate level of Value Added Tax/TVA.

INTERNET SALES

The impact of internet sales to the consumer for ophthalmic lenses, ophthalmic frames and sunglasses has been studied.

EDUCATIONAL REQUIREMENTS IN OPTICS

The educational requirements for the European countries are given in this section. Potential changes in educational or legal requirements, which might affect selling strategies in these countries are highlighted.

SWV RESEARCH SOURCES



- CIA publications
- ESA Sunglass Study 2007
- EuromContact
- Eurostat
- FEDAO
- GFK
- Industry Interviews
- INE (Instituto Nacional de Estadística de España)
- InFOCUS Center for Primary Eye Care Development
- Internet
- SOFRES
- UN World Population Prospects
- US Census Bureau
- World Bank
- World Trade Press
- Yahoo.com

DISCLAIMER 2011

This document contains statements based on current expectations, assumptions and forecasts on currently available information. It is prepared specifically for clients of SWV Strategy with Vision and is for use only at the agreed location(s). It is furnished in confidence and is not to be used or duplicated outside of the subscriber organisation(s) in any form without our prior permission in writing.

The opinions stated represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable. We have applied our best professional judgement to the data obtained by us but we are not to have any liability for the accuracy, comprehensiveness or content of the information presented. In any event our liability shall not exceed the amount of the fees paid to us by the relevant organisation.

Various known and unknown risks, unpredictable developments, changes in the economic and political environment and other presently not yet identifiable effects could result in the fact that the actual future results, financial situation or the outlook for the company differ from the estimates given here. We are not obligated to update the forward-looking statements made in this document unless there is a legal obligation.

In the event of disagreement as to the material or services provided by us we will work with the relevant organisation to find an acceptable solution but any claim shall be subject to German law and the German courts shall have exclusive jurisdiction.

SWV Strategy with Vision GmbH & Co. KG

Am Burgacker 23
69488 Birkenau
Germany

Tel +49 6201 872 00 63

www.swv4u.com
info@swv4u.com

Country	Currency	Exchange Rate to Euro
UK	£	0.85
USA	\$	1.24