

Why are glasses so expensive?

Many people wonder why glasses seem so expensive for what they perceive as a couple of bits of plastic and some metal.!. Part of the reason is that although they're small, they're quite complicated to manufacture. In addition Opticians subsidise the cost of the eye test because the true cost of providing the equipment and expertise needed is far higher than the current fee paid to Optometrists by the NHS. This shortfall is recovered in the price of the glasses. The eye test is used as a loss leader to bring customers in to buy glasses and many customers are still under the misconception that they have to buy their glasses where they have their eyes tested.

It has been a point of contention within the Optical industry for years and has never been satisfactorily resolved. If the sale of glasses was split from the provision of eye tests, then there would have to be a fair fee paid by the NHS and customers would no longer have to subsidise it by paying inflated prices for their glasses.

Of course there are other costs to go into the glasses, such as the smart High Street showrooms and the staff to administer them.

This is why as a qualified Dispensing Optician of nearly 30 years experience; I have chosen a different business model. I dispense glasses from my home practice and therefore have none of the overheads associated with the High Street; although, I still supply the same products but at a much lower price.

