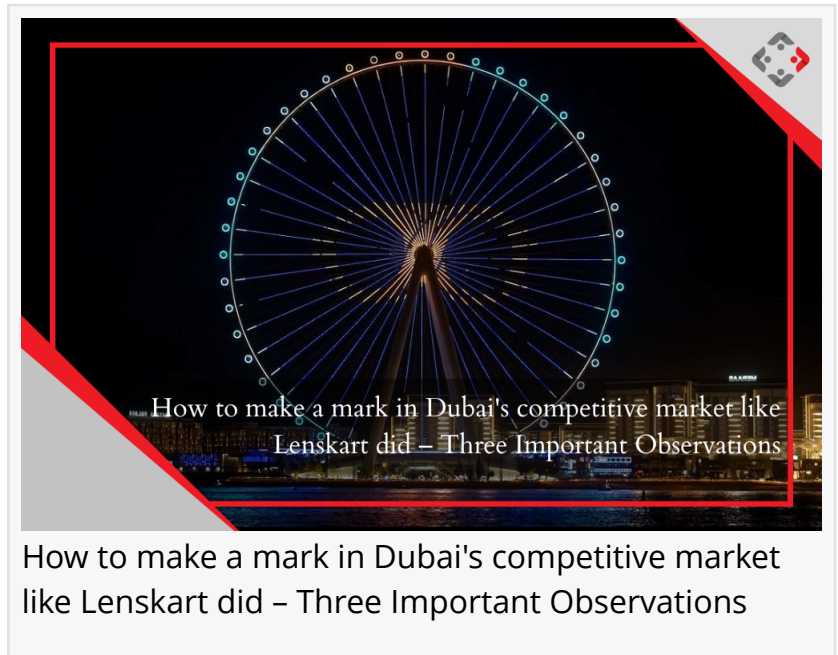


# YRC Analyzes Lenskart's Success in Dubai: Three Key Insights for Thriving in a Competitive Market

*YRC shares three key insights on building a brand in Dubai, inspired by Lenskart's success.*

PUNE, MAHARASHTRA, INDIA, March 7, 2025 /EINPresswire.com/ -- In this communiqué, the team of omnichannel business consultants of [YourRetailCoach \(YRC\)](#) presents a picture of what it takes to enter and establish as a brand in Dubai's uber and competitive retail landscape over three points of observations while drawing parallels from the success case of eyewear brand Lenskart.



How to make a mark in Dubai's competitive market like Lenskart did – Three Important Observations

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Empowering Retail & E-commerce businesses worldwide.”

*Nikhil Agarwal*

Often referred to as a global shopping destination for customers from all over the world, Dubai is home to almost every big fashion and luxury brand and some of the grandest malls in the world. Certain characteristics like sophisticated architecture, grand design, large spaces, soothing ambience, and world-class hospitality and

customer service are common in all retail outlets intending to position themselves as premium brands in their respective sectors. Domestic and international brands and businesses targeting to put a foot in Dubai's premium retail space cannot avoid these prevalent benchmarks. Lenskart scores eye and high on these benchmarks leading to the creation of a premium shopping environment for its customers.

As a business fundamental, when it comes to deciding on the nature and quality of the shopping environment, the first prerogative is to resemble and fit into the prevailing market standards. A brand that sees itself in the premium segment must first assess the standards maintained by other similar and competing brands.

With a long history of delivering premium [omnichannel retail solutions](#), YRC maintains that availing professional assistance can help quickly get to the right solutions at the first go for a relatively long term as store layout and design once cemented cannot be easily changed.

omnichannel retail solutions

The similarity of target segments provides a significant edge in replicating success in new markets. Lenskart's success in a diverse market like India provides strong reasons to believe that it has a solid understanding of a wide range of customer segments.

To be a successful brand in South Asia indirectly takes a business closer to having a good understanding of a very big market.

People from South Asia present a strong community in the UAE especially, Dubai. This gives Lenskart the edge of familiarity with a large market segment in Dubai.

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Dubai represents one of the highest smartphone and internet penetration rates (along with eCommerce shopping) in the world hinting towards a high presence of a tech-savvy population. On the other hand, Dubai is a place known for its world-class brick-and-mortar retail environment. In such a market, it becomes difficult for retail and eCommerce businesses to avoid adopting an omnichannel strategy. Lenskart's omnichannel presence and operations in Dubai are a testament to that. As a service provider of [omnichannel retail solutions](#), YRC maintains that adopting omnichannel is a smart and necessary move (in relevant ways) in today's retail online and offline markets.

Strategic partnerships with renowned local/regional organisations are also an important factor as they can help new players quickly gain attention and traction.

To speak to a professional omnichannel consultant, and Get advise for E-commerce retail business : <https://www.yourretailcoach.ae/contact-us/>

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