

The Russian Market of Ophthalmic Lenses

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Research target: to characterize the state of the Russian Ophthalmic Lenses market

Objectives:

1. To characterize the world ophthalmic lenses market
2. To describe the ophthalmic lenses market in Russia
3. To describe the ophthalmic lenses market in Moscow
4. To describe the problem of ophthalmic lenses manufacturing in Russia
5. To characterize the distribution network of ophthalmic lenses in Russia
6. To compose the review of key figures of retail market
7. To characterize the consumer behaviour in the ophthalmic lenses market
8. To describe related markets
9. To describe trends of ophthalmic lenses market
10. To create the forecast of market development

Methods of data collection: monitoring of the Russian media and Internet.

Data analysis methods: traditional techniques of content analysis

The research database comprises:

1. Article databases (both printed and electronic media were analyzed).
2. Internet resources.
3. Ready-made market research reports.
4. Databases originated by ABARUS Market Research.

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- 1.1. Lens market description
- 1.2. Description of spectacle frames market

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4. MOSCOW MARKET

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