

# Alain Afflelou SA in Eyewear (France)

<https://marketpublishers.com/r/A71AEED8575EN.html>

Date: June 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A71AEED8575EN

## Abstracts

Alain Afflelou aims to retain its leading position in both the premium (with Alain Afflelou shops) and discount segments (with Optical Discount shops, acquired in 2015). In addition, the company will focus on developing its online presence following the acquisition of the pure online players Happyview.fr and Malentille.com in 2016.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Contact Lenses and Solutions, Spectacles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Eyewear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Alain Afflelou SA: Key Facts

Summary 2 Alain Afflelou SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Alain Afflelou SA: Private Label Portfolio

Competitive Positioning

Summary 4 Alain Afflelou SA: Competitive Position 2016

## I would like to order

Product name: Alain Afflelou SA in Eyewear (France)

Product link: <https://marketpublishers.com/r/A71AEED8575EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A71AEED8575EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970