

Alcon, a Novartis Company in Eyewear (World)

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Abstracts

Alcon ranks second in the global contact lenses and solution market. It has established a strong foothold in North America and now aims to grow its presence in Asia Pacific and Western Europe. To do so, Alcon is continuously innovating, as recently seen with the latest multifocal version of its Dailies Total 1 contact lenses. Also, the company is looking at a spin off from Novartis to become an independent entity by 2019.

Euromonitor International's Alcon, a Novartis Company in Eyewear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Eyewear industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Contact Lenses and Solutions, Spectacles.

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

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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.

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Contents

Strategic Evaluation
Competitive Positioning
Market Assessment
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Brand Strategy
Operations
Recommendations
Report Definitions

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