

# Bausch & Lomb Inc in Eyewear (Romania)

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Date: August 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BC6F1D2D58AEN

## Abstracts

Bausch & Lomb is expected to see a strong performance in eyewear in Romania in the forecast period. The company will continue to benefit from offering high quality contact lenses at a range of price points, with many opting for its more affordable brands and also being likely to trade up as disposable income levels rise. The company will continue to focus on offering attractive innovations but will also offer options for price-sensitive consumers and those buying contact lenses for the first time...

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