

# Contact Lenses in India

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## Abstracts

Contact lenses continued to register strong value growth in 2016, due to the rising popularity of these products among urban consumers. The increasing availability of contact lenses in the Indian market, due to growth in branded retail outlets and online retailing, also helped boost growth.

Euromonitor International's Contact Lenses in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Conventional Lenses, Daily Disposable Lenses (DD), Frequent Replacement Lenses (FRP).

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

### Why buy this report?

Get a detailed picture of the Contact Lenses 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.

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Executive Summary

Demand for Eyewear Remains Strong in 2016

Sunglasses Increasingly Popular As Fashion Accessories

Indian Eyewear Market Remains Fragmented

Optical Shops Dominate Eyewear Sales

Steady Growth in Demand for Eyewear Expected Over the Forecast Period

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## Eyewear Products Are Increasingly Becoming Popular As A Fashion Statement Optical Shops Continue To Remain the Dominant Channel for Eyewear Sales

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