

Contact Lenses in Indonesia

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Abstracts

In 2016, contact lenses registered strong growth, which applied to both traditional optical shops and chained optical shops. The lifestyles of the young demographics provided a major contribution to the strong growth of and demand for contact lenses.

Euromonitor International's Contact Lenses in Indonesia 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

Eyewear Sales Growth Slows

2.

No Change in Category Leaders

Traditional Optical Shops Remain the First Choice for Consumers

Eyewear Expected To Record Higher Growth Over the Forecast Period

Key Trends and Developments

Lifestyle Changes and Technological Development Support Growth in Eyewear Sales

Traditional Optical Shops Remain the First Choice for Consumers
Social Media Marketing and Online Selling Increase

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