

Contact Lenses in Poland

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Abstracts

In Poland, around 3%-4% of the population wears contact lenses. The overall number increased over the last few years of the review period and an increasing incidence of myopia, especially among younger consumers, was noticeable. In particular, this consumer segment demands fast and convenient solutions, which in turn serves as the key driver for the rising demand of daily disposable lenses (DD), a product type that is often considered best suited to the active lifestyles of modern consumers.

Euromonitor International's Contact Lenses in Poland 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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International Players Account for the Majority of Sales

Optical Goods Stores Leads Distribution

Positive Value Growth Expected Over the Forecast Period

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