

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.

Contents

CONTACT LENSES IN POLAND

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Contact Lenses by Category: Volume 2011-2016

Table 2 Sales of Contact Lenses by Category: Value 2011-2016

Table 3 Sales of Contact Lenses by Category: % Volume Growth 2011-2016

Table 4 Sales of Contact Lenses by Category: % Value Growth 2011-2016

Table 5 Sales of Contact Lens Solutions: Value 2011-2016

Table 6 Sales of Contact Lens Solutions: % Value Growth 2011-2016

Table 7 Sales of Contact Lenses by Type: % Value 2011-2016

Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2011-2016

Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2011-2016

Table 10 Sales of Frequent Replacement Lenses (FRP) by Material: % Value
2011-2016

Table 11 Sales of Frequent Replacement Lenses (FRP) by Condition: % Value
2011-2016

Table 12 NBO Company Shares of Contact Lenses: % Value 2011-2015

Table 13 LBN Brand Shares of Contact Lenses: % Value 2012-2015

Table 14 Distribution of Contact Lenses by Format: % Value 2011-2016

Table 15 Distribution of Contact Lens Solutions by Format: % Value 2011-2016

Table 16 Forecast Sales of Contact Lenses by Category: Volume 2016-2021

Table 17 Forecast Sales of Contact Lenses by Category: Value 2016-2021

Table 18 Forecast Sales of Contact Lenses by Category: % Volume Growth
2016-2021

Table 19 Forecast Sales of Contact Lenses by Category: % Value Growth 2016-2021

Table 20 Forecast Sales of Contact Lens Solutions: Value 2016-2021

Table 21 Forecast Sales of Contact Lens Solutions: % Value Growth 2016-2021

Vision Express Sp Sp Zoo in Eyewear (poland)

Strategic Direction

Key Facts

Summary 1 Vision Express SP Sp zoo: Key Facts

Summary 2 Vision Express SP Sp zoo: Operational Indicators

Company Background

Chart 1 Vision Express SP Sp zoo: Vision Express in Bialystok

Internet Strategy

Private Label

Summary 3 Vision Express SP Sp zoo: Private Label Portfolio

Competitive Positioning

Summary 4 Vision Express SP Sp zoo: Competitive Position 2015

Executive Summary

Another Successful Year for Polish Eyewear

Convenience, Quality and Innovation Drive Eyewear in Poland

International Players Account for the Majority of Sales

Optical Goods Stores Leads Distribution

Positive Value Growth Expected Over the Forecast Period

Key Trends and Developments

Ageing Population and Electronics Usage Positively Influence Eyewear Sales

Internet Becomes Increasingly Important To Purchase Route When Buying Eyewear

Enhancing Service and Advisory Sales As A Way To Create Consumer Loyalty

Market Data

Table 22 Sales of Eyewear by Category: Volume 2011-2016

Table 23 Sales of Eyewear by Category: Value 2011-2016

Table 24 Sales of Eyewear by Category: % Volume Growth 2011-2016

Table 25 Sales of Eyewear by Category: % Value Growth 2011-2016

Table 26 NBO Company Shares of Eyewear: % Value 2011-2015

Table 27 LBN Brand Shares of Eyewear: % Value 2012-2015

Table 28 Distribution of Eyewear by Format: % Value 2011-2016

Table 29 Forecast Sales of Eyewear by Category: Volume 2016-2021

Table 30 Forecast Sales of Eyewear by Category: Value 2016-2021

Table 31 Forecast Sales of Eyewear by Category: % Volume Growth 2016-2021

Table 32 Forecast Sales of Eyewear by Category: % Value Growth 2016-2021

Definitions

Sources

Summary 5 Research Sources

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