

Contact Lenses in Romania

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Abstracts

In Romania, contact lenses are mostly used as convenient substitutes for spectacles in certain contexts. Usage is most common when participating in sport and for special occasions. This implies that almost all contact lens users have at least one pair of spectacles and are dual users. This is a consequence of restricted consumer purchasing power. In a concentrated high-tech industry, unit prices do not differ much globally. Thus, while services in Romania are affordable for most of the populatio...

Euromonitor International's Contact Lenses in Romania 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

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

Bausch & Lomb Inc in Eyewear (romania)

Strategic Direction

Key Facts

Summary 1 Bausch & Lomb Inc: Key Facts

Summary 2 Bausch & Lomb Inc: Operational Indicators

Competitive Positioning

Summary 3 Bausch & Lomb Inc: Competitive Position 2015

Executive Summary

Eyewear Sales Benefit From the Economic Recovery in Romania

Consumers Combine the Use of Contact Lenses With Spectacles

International Brands Lead Eyewear in Romania

Optical Shops Remains the Main Distribution Channel

Positive Outlook for Eyewear in the Forecast Period

Key Trends and Developments

the Use of Silicone Hydrogel Contact Lenses Increases in Romania

Sales of Branded Spectacles Grow

International Players Dominate Domestic Competitors

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 4 Research Sources

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