

# 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.

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