

# Contact Lenses in Russia

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## Abstracts

Economic crisis, devaluation of local currency and a vast drop in consumers' disposal incomes continued to have a strongly negative impact on contact lenses in 2016. Growing inflation, rising prices and escalating fees for utilities forced many Russians to choose price over quality. Since many contact lens users wear these items in addition to spectacles, some consumers switched to using only spectacles, as they were unable to afford to purchase contact lenses, and instead chose to buy first-nec...

Euromonitor International's Contact Lenses in Russia 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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