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Contact Lenses in Switzerland

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Abstracts

Contact lenses are expensive in Switzerland but saw growing price competition in 2015. This was partly due to currency fluctuations, with the Swiss Central Bank removing the exchange rate cap between the Swiss franc and the euro in January 2015. This resulted in appreciation of the Swiss franc, encouraging Swiss consumers to buy contact lenses from neighbouring EU countries. To combat this trend, optical goods stores lowered the prices for contact lenses slightly in 2016.

Euromonitor International's Contact Lenses in Switzerland 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

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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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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
Visilab SA in Eyewear (switzerland)
Strategic Direction
Key Facts
Summary 1 Visilab SA: Key Facts
Summary 2 Visilab SA: Operational Indicators
Company Background
Internet Strategy
Private Label

Summary 3 Visilab SA: Private Label Portfolio
Competitive Positioning
Summary 4 Visilab SA: Competitive Position 2015
Wöhlk-contact-linsen GmbH in Eyewear (switzerland)
Strategic Direction
Key Facts
Summary 5 Wöhlk-Contact-Linsen GmbH: Key Facts
Competitive Positioning
Summary 6 Wöhlk-Contact-Linsen GmbH: Competitive Position 2015
Executive Summary
Eyewear Continues To Grow Despite Maturity
Price Competition Intensifies Due To Strong Swiss Franc
Chained Optical Shops Remain Leaders
Optical Shops Dominate Distribution But Internet Retailing Gains Share
Forecast Period Value Growth Constrained by Price Competition
Key Trends and Developments
Ageing and Increased Screen Time Contribute To Rise in Eye Health Issues
Swiss Consumers Trust Optical Shops But A Growing Number Are Shopping Online
Optical Shops Combat Growing Pressure From Internet Retailing
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 7 Research Sources

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