

# Contact Lenses in Turkey

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## Abstracts

The current retail value growth of contact lenses in Turkey in 2016 was slightly higher than in the previous year due to a number of new product launches including Acuvue Oasys 1-Day Disposable by Johnson & Johnson and Bio True One Day for Presbyopia by Bausch & Lomb. Increased convenience and comfort, as well as the improved visual acuity of new products, have also contributed to the increasing penetration of contact lenses. The industry was also affected positively by the strong promotional ca...

Euromonitor International's Contact Lenses in Turkey 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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Executive Summary

Growth Continues Despite An Unfavourable Climate

Fashion Trends Benefit Spectacles Retail Value Sales

Multinational Investments Are Changing the Industry Dynamics

Chained Outlets Have Competitive Advantages Over Independent Outlets

Positive Forecast for Eyewear

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