

Contact Lenses in Ukraine

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Abstracts

In 2016, consumer spending power was further eroded in Ukraine as a result of continuing price increases for a range of products and services, including gas and electricity. Many Ukrainians thus had to economise and prioritise necessity products. While daily disposable lenses recorded sales of 3.5 million units, volume sales in the area fell by 10% in 2016, while frequent replacement lenses sales fell by 4%. Also, to save on contact lenses, a number of Ukrainians opted to wear more economical sp...

Euromonitor International's Contact Lenses in Ukraine 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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