

Contact Lenses in Australia

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New technologies and scientific advancements are shaping contact lenses with innovation helping drive demand. Companies focused on launching contact lenses offering increased comfort, combating dryness, using silicone hydrogel and targeting specific eye impairments such as astigmatism and presbyopia.

Euromonitor International's Contact Lenses in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2010-2014), 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 2019 illustrate how the market is set to change.

Product coverage: Daily Disposable Lenses, Extended Wear Lenses, Traditional Lenses, Weekly/Monthly Disposable Lenses.

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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