

Contact Lenses - Belgium

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Convenience is very important in the contact lenses market and demand is high for disposable and silicone hydrogel contact lenses. The two-weekly and monthly disposable category, even with sales dampened by the economic downturn, has retained its position as the most important sector in this segment. Belgian consumers are price-minded and the fact that two-weekly and monthly disposable contact lenses are cheaper and can be worn longer is important for consumers. Regardless of the negative...

Euromonitor International's Contact Lenses in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2005-2009), 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 2014 illustrate how the market is set to change.

Product coverage: Daily Disposable, Extended Wear, Two-Weekly/Monthly Disposable

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Eyewear industry;
- 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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