

## Contact Lenses in the Netherlands

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Contact lenses continues to register positive current value growth in 2016, driven by a shift towards more sophisticated products. Manufacturers are promoting solutions to common eyesight problems that are the result of an ageing Dutch population and increased exposure to electronic screens. Manufacturers are offering the latest technology to ensure more comfort in use. They are also investing in communicating the functional benefits of their products with the aim of further increasing the use o...

Euromonitor International's Contact Lenses in Netherlands 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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Half of the Dutch Population Needs Eyewear

Large Multinationals Firmed Established in Their Categories

Internet Retailing Makes Further Gains at the Expense of the Specialist Channel

An Ageing Population and Growing Eyesight Related Problems Set To Fuel Growth

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