

# Cooper Cos Inc, The in Eyewear (World)

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## Abstracts

CooperVision (CVI), the vision care unit of The Cooper Cos Inc, has carved a niche for itself in specialty lenses. It has also increasingly been competing in the arena of silicone hydrogel daily disposables (DDs) since acquiring Sauflon in 2014. In future, CVI's success will depend on its capacity to compete against larger players, like Johnson & Johnson, through building stronger brand recognition in DDs, keeping its status in specialty lenses, and increasing sales online and in emerging market...

Euromonitor International's Cooper Cos Inc, The in Eyewear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Eyewear industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Contact Lenses and Solutions, Spectacles.

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

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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.

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