

# Hoya Corp in Eyewear (World)

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## Abstracts

Hoya Corp is increasing production capacity to expand within contact lenses, and aims to increase brand awareness and revenues within a category offering strong growth prospects. The company is looking at growing quickly in emerging markets with rising income levels. Hoya is also looking to expand via acquisitions. With its latest addition of Performance Optics LLC in 2017, Hoya will expand its geographic reach further.

Euromonitor International's Hoya Corp 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, Sunglasses.

**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 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.

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