

# Novartis AG in Eyewear (Philippines)

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## **Abstracts**

The company aims to innovate its eyewear products to enhance the lives of Philippine consumers and establish a trusted name for contact lenses in the country.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Contact Lenses, Spectacles.

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

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