

# Novartis AG in Eyewear (World)

<https://marketpublishers.com/r/NEDF6326D5DEN.html>

Date: November 2019

Pages: 41

Price: US\$ 572.00 (Single User License)

ID: NEDF6326D5DEN

## Abstracts

Through its Alcon business unit, Novartis AG is the world's second largest player in contact lenses and solutions. Despite growing global demand for vision correction, the company has seen sales growth falter in key markets as it loses share to key rivals including Johnson & Johnson and The Cooper Cos. However, the recent Alcon spin-off is expected to provide the new stand-alone entity greater access to capital and greater freedom to invest in marketing and R&D.

Euromonitor International's Novartis AG 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.

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.

## Contents

Scope of the Report  
Introduction  
State of Play  
Competitive Positioning  
Contact Lenses and Solutions  
Prospects  
Key Findings  
Appendix

## I would like to order

Product name: Novartis AG in Eyewear (World)

Product link: <https://marketpublishers.com/r/NEDF6326D5DEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NEDF6326D5DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970