

Opportunities and Innovations in Contact Lenses

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Abstracts

The global contact lenses market has been largely driven by developed nations, however it is projected that the strongest growth in the forecast period will come from emerging nations. The competitive landscape is also experiencing a wave of change where new threats may have a major impact on the category. Appropriate strategies taking into consideration economic challenges will assist manufacturers to hold steadfast to their positioning, however innovation will be crucial for acceleration.

Euromonitor International's Opportunities and Innovations in Contact Lenses global briefing offers detailed strategic analysis of the global Eyewear market by pinpointing growth sectors, emerging trends, economic/lifestyle influences, highlights categories and geographies as well as pressing industry issues that are driving growth. The report identifies leading companies and brands within the competitive landscape, which feeds into shaping marketing and distribution strategies. From the latest cosmetics and coloured contact lenses to prescription glasses and frames, Euromonitor International offers an incisive snapshot of the Eyewear industry. Forecasts illustrate how the market is predicted to develop, regulatory shifts as well as opportunities to be seized for further growth.

Product coverage: Contact Lenses, Spectacles.

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.

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