

## Rodenstock Benelux BV in Eyewear (Netherlands)

<https://marketpublishers.com/r/R126C37C4B7EN.html>

Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R126C37C4B7EN

### Abstracts

Rodenstock is a manufacturer of high-quality spectacle lenses and spectacle frames and will be looking to strengthen its foothold in the Dutch market after a few disappointing years, although it may struggle to compete with manufacturers with a larger share. It has started to introduce designer labels to compete with other players in the market and plans to expand its brand portfolio further by introducing new ranges of spectacles and to widen its target audience to younger consumers.

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.

### 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

Strategic Direction

Key Facts

Summary 1 Rodenstock Benelux BV: Key Facts

Competitive Positioning

Summary 2 Rodenstock Benelux BV: Competitive Position 2014

## I would like to order

Product name: Rodenstock Benelux BV in Eyewear (Netherlands)

Product link: <https://marketpublishers.com/r/R126C37C4B7EN.html>

Price: US\$ 150.00 (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/R126C37C4B7EN.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