

Vision Service Plan Global in Eyewear (World)

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Abstracts

Vision Service Plan Global, a US-based conglomerate of eye care companies, acquired Marchon Eyewear Inc in 2008, and with it a stake in the global spectacles market. The company is heavily dependent on the US for sales, but is seeing international sales pick up as consumer demand from branded eyewear gathers pace in emerging markets - much of its offer is branded spectacle frames and sunglasses from premium fashion players such as Chloe and Valentino.

Euromonitor International's Vision Service Plan Global 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, Spectacles.

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

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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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