

Contact Lenses and Solutions in Thailand

Market Direction | 2022-07-01 | 21 pages | Euromonitor

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Report description:

While online sales of spectacles and sunglasses remain undeveloped the opposite is true for contact lenses and solutions, with e-commerce seeing significant gains in the category since the start of the pandemic. With these products being replaced more frequently than spectacles or sunglasses consumers have become attracted to the convenience of ordering replacements online. Recognising this, players have started to invest more in digital marketing and developing sales through digital platforms.

Euromonitor International's Contact Lenses and Solutions in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Contact Lens Solutions, Contact Lenses.

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

Why buy this report?

- * Get a detailed picture of the Contact Lenses and Solutions 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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