

Contact Lenses and Solutions in Romania

Market Direction | 2024-06-06 | 19 pages | Euromonitor

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Report description:

While contact lenses and solutions in Romania is set to expand in volume and current value sales terms in 2024, growth rates are anticipated to fall below those witnessed in 2023. This is mainly explained by stubbornly high inflation, which continues to drive up unit prices, erode purchasing power and make consumers more cautious in their spending habits. Nonetheless, demand remains fairly resilient on the whole thanks to rising image-consciousness among the population and increasing appreciatio...

Euromonitor International's Contact Lenses and Solutions in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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2024 DEVELOPMENTS

Use of contact lenses still heavily concentrated among younger demographics

Daily disposable lenses remain by far the most popular type in Romania

Recommendations from eye health specialists continue to shape consumer choices

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Population ageing and rising image-consciousness set to remain key demand drivers

Innovation and educational campaigns will encourage wider use of contact lenses

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