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**MULTI-SPONSOR SURVEYS INTERNATIONAL**

2013 Study of the

# International Multi-Focal Contact Lens Market

This report presents findings from **Multi-Sponsor Survey's 2013 Study of the International Multi-Focal Contact Lens Market**, designed to examine the size of the current and potential market, as well as the specific needs, preferences and practices of current multi-focal lens wearers and prospective buyers. Topics examined in each country include . . .

**AMONG ALL ADULTS AGE 40+**

- ▶ Incidence of multi-focal contact lens wear and interest

**AMONG CURRENT MULTI-FOCAL CONTACT LENS WEARERS AGE 40+**

- ▶ Lens modalities and types worn
- ▶ Brand awareness, trial, use and loyalty
- ▶ Decision-making and fitting process
- ▶ Professional advice and purchase source
- ▶ Satisfaction

**AMONG PROSPECTIVE WEARERS AGE 40+**

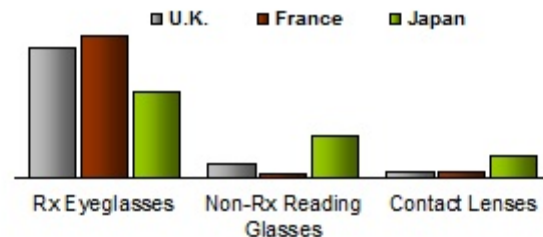
- ▶ Reasons motivating interest
- ▶ Steps taken to learn more/information sources
- ▶ Brand awareness and purchase intentions
- ▶ Preferred lens type and modality

**REPORT EXCERPT --**

"Non-Rx reading glasses and contact lenses are named more often by vision corrected adults in Japan than in either the U.K. or France as their primary means of vision correction."

**Primary Means of Vision Correction**

(Among vision corrected adults ages 40+)



Available for immediate electronic delivery in PowerPoint format, the report may be purchased in its entirety, or purchased separately as shown below:

**France – \$17,500.      U.K. – \$15,500.      Japan – \$18,300.**  
**Full, three-country package – \$46,600.**

Comparison to the U.S. market on key questions is included. The companion U.S. Multi-Focal Contact Lens study was also fielded in 2013 and can be added to the international data. Please call for pricing and information.

For additional information, including full **TABLE OF CONTENTS**, please contact:  
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