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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+

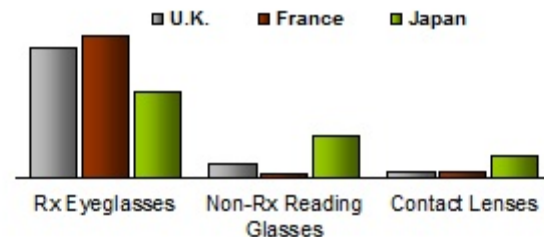
- ▶ Reasons motivating interest
- ▶ Steps taken to learn more/information sources
- ▶ Brand awareness and purchase intentions
- ▶ Preferred lens type and modality

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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