

Contact Lenses and Solutions in Sweden

Market Direction | 2022-06-15 | 20 pages | Euromonitor

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Report description:

Many consumers consider contact lenses, and to a certain extent contact lens solutions, to be essential in nature as the number of users declined only moderately in 2020 due to the COVID-19 pandemic. The decline was primarily due to some consumers postponing purchases despite the fact that Sweden implemented fewer restrictive measures. This was mostly thanks to consumers spending more time at home and opting to wear spectacles - when using both - or skipped using contact lenses altogether rather...

Euromonitor International's Contact Lenses and Solutions in Sweden 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.

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Sales of contact lenses rising as consumers return to normal lifestyle in 2022

Outdoor activities stimulates interest and sales in contact lenses during 2022

Increasing rate of myopia and presbyopia offer new product development opportunities in 2022

PROSPECTS AND OPPORTUNITIES

Innovation and rising rate of myopia set to boost sales during the forecast period

E-commerce likely to put downward pressure on unit prices during the forecast period

Health and convenience trends set to increase penetration of contact lenses during the forecast period

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