

Contact Lenses and Solutions in Argentina

Market Direction | 2022-07-04 | 20 pages | Euromonitor

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Report description:

Although the overall contact lenses category will see strong single-digit volume growth during the year, demand is not set to resume that seen before the pandemic. This is because contact lenses are seen as less essential eyewear solutions than spectacles, leading consumers to avoid purchasing them to save money.

Euromonitor International's Contact Lenses and Solutions in Argentina 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.

Table of Contents:

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List Of Contents And Tables

CONTACT LENSES AND SOLUTIONS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume recovery remains limited by key to generate new users

Johnson & Johnson leads the category amidst frequent new launches

Price promotions remain key in sustaining volume purchases

PROSPECTS AND OPPORTUNITIES

Discounts remain vital to growth and will assist the rise of e-commerce

DD will remain unpopular due to high prices and low consumer purchasing power

Innovation set to support sales growth by offering consumers unparalleled comfort

CATEGORY DATA

Table 1 Sales of Contact Lenses by Category: Volume 2017-2022

Table 2 Sales of Contact Lenses by Category: Value 2017-2022

Table 3 Sales of Contact Lenses by Category: % Volume Growth 2017-2022

Table 4 Sales of Contact Lenses by Category: % Value Growth 2017-2022

Table 5 Sales of Contact Lens Solutions: Value 2017-2022

Table 6 Sales of Contact Lens Solutions: % Value Growth 2017-2022

Table 7 Sales of Contact Lenses by Type: % Value 2017-2022

Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2017-2022

Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2017-2022

Table 10 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2017-2022

Table 11 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2017-2022

Table 12 □NBO Company Shares of Contact Lenses: % Value 2017-2021

Table 13 □LBN Brand Shares of Contact Lenses: % Value 2018-2021

Table 14 □Distribution of Contact Lenses by Format: % Value 2017-2022

Table 15 □Distribution of Contact Lens Solutions by Format: % Value 2017-2022

Table 16 □Forecast Sales of Contact Lenses by Category: Volume 2022-2027

Table 17 □Forecast Sales of Contact Lenses by Category: Value 2022-2027

Table 18 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2022-2027

Table 19 □Forecast Sales of Contact Lenses by Category: % Value Growth 2022-2027

Table 20 □Forecast Sales of Contact Lens Solutions: Value 2022-2027

Table 21 □Forecast Sales of Contact Lens Solutions: % Value Growth 2022-2027

EYEWEAR IN ARGENTINA

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 22 Sales of Eyewear by Category: Volume 2017-2022

Table 23 Sales of Eyewear by Category: Value 2017-2022

Table 24 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 25 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Eyewear: % Value 2017-2021

Table 27 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 28 Distribution of Eyewear by Format: % Value 2017-2022

Table 29 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 30 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 31 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 32 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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