

Contact Lenses and Solutions in Mexico

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

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Report description:

Consumers generally perceive contact lenses and solutions as being a more basic and clinical need rather than non-essential products. During the COVID-19 pandemic many consumers extended the time between ordering new contact lenses. However, this trend was reversed during 2021, leading to contact lenses registering healthy retail value and volume sales, but this was not enough to compensate for losses during 2020.

Euromonitor International's Contact Lenses and Solutions in Mexico 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Contact lenses benefit from eye health awareness campaigns during 2022

Consumers continue to shift from frequent replacement lenses to daily disposables lenses in 2022

Optical goods stores remain the largest distribution channel, while warehouse clubs are becoming more relevant in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales to recover quicker than volume sales thanks to higher unit prices during the forecast period

E-commerce likely to become more popular during the forecast period thanks to aggressive promotions and credit terms

Launches of innovative daily disposable lenses and a rise in myopia set to boost sales of contact lenses and solutions over the forecast period

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