

Contact Lenses and Solutions in Switzerland

Market Direction | 2022-08-22 | 20 pages | Euromonitor

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Report description:

Following a more positive outlook in 2021, with the category starting to show signs of improvement after 2020's strong declines as a result of pandemic-related home seclusion and restrictions placed on optical goods stores, contact lenses is predicted to experience a full recovery over 2022, in both retail volume and current value sales terms.

Euromonitor International's Contact Lenses and Solutions in Switzerland 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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Full recovery for contact lenses in line with greater mobility in 2022

Demand for convenience continues to drive demand for contact lenses

E-commerce retains consumers gained from pandemic

PROSPECTS AND OPPORTUNITIES

Further demand for contact lenses but players will need to innovate to add value

Major players will continue to lead with wide portfolios and innovation

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