

## **Contact Lenses and Solutions in Indonesia**

Market Direction | 2023-05-19 | 19 pages | Euromonitor

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### **Report description:**

Retail sales of contact lenses and solutions saw healthy growth in constant value terms in 2023, continuing the trend of the previous year. This was due to the normalisation of consumer lifestyles, as pandemic-related restrictions were increasingly relaxed. With Indonesians spending more time socialising outside the home, this fuelled demand for contact lenses and solutions, as they paid more attention to their appearance. Moreover, consumers were less concerned over being infected with COVID-19...

Euromonitor International's Contact Lenses and Solutions in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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.

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Euromonitor International

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Return to pre-pandemic lifestyles triggers further growth for contact lenses, although category comes under pressure from spectacles and laser eye surgery

Frequent replacement lenses lead growth

E-commerce continues to grow in importance as consumers become more confident about shopping online

#### PROSPECTS AND OPPORTUNITIES

Demand for contact lenses will continue to grow, thanks to rising cases of myopia, with frequent replacement lenses leading the way

Virtual try-on tools will find favour with contact lens wearers

Global brands face increasingly competition from domestic players which offer ever-more sophisticated products at more affordable prices

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