

Contact Lenses and Solutions in the Netherlands

Market Direction | 2023-05-17 | 20 pages | Euromonitor

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Report description:

The contact lenses market continues to grow in The Netherlands, driven by an expansion of the consumer base. A steep rise in vision problems due to extended screen exposure are generating more demand for eyewear, with contact lenses proving more popular among younger consumers. The Netherlands has one of the highest proportion of contact lens wearers in terms of its overall population in Europe at nearly 30%, according to Nederlandse Oogheelkundige Vereniging (NOV). Manufacturers see further pot...

Euromonitor International's Contact Lenses and Solutions in Netherlands 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.

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reliable information resources to help drive informed strategic planning.

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Growth supported by increasing vision problems and launch of new products that promise comfort

Manufacturers promote multifocal lenses

Rising private label presence

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Myopia management for children

Environmental impact concern

Manufacturers seek development with new products and AI

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EYEWEAR IN THE NETHERLANDS

EXECUTIVE SUMMARY

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Children of growing concern

Increased pressure on unit prices

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