

## **Contact Lenses and Solutions in Hong Kong, China**

Market Direction | 2023-05-23 | 20 pages | Euromonitor

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### **Report description:**

Demand for contact lenses in Hong Kong continues to grow. Following the cancellation of mandatory face mask policies, the local government lifted all pandemic-related restrictions in March 2023. Consumers' lives are returning to normal, and their social activities are increasing in frequency. Therefore, demand for contact lenses is rising, as these eyewear products are considered more convenient and comfortable, in addition to enhancing one's overall look.

Euromonitor International's Contact Lenses and Solutions in Hong Kong, China 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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Rapid new product development to cater for all ages requiring eye care

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Players continue to invest in omnichannel strategies

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