

## **Contact Lenses and Solutions in Sweden**

Market Direction | 2023-05-22 | 20 pages | Euromonitor

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### **Report description:**

Contact lenses and contact lenses solutions remained flat during 2022 and 2023. The essential nature of contact lenses meant that volume sales remained stagnant for both years, following a relatively modest decline during COVID-19 in 2020. The modest decline during the pandemic was not due to financial reasons but rather due to consumers spending more time at home, opting to wear spectacles instead; a large share of Swedish contact lens users are dual users, meaning they use both contact lenses...

Euromonitor International's Contact Lenses and Solutions in Sweden 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  
May 2023

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The outdoor trend and active lifestyles drive sales of contact lenses

Advanced features such as higher moisture retention boosts retail value growth

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Structural changes boost growth as contact lenses offer added benefits

Eye surgery, fashion spectacles and allergies threaten retail value growth

E-commerce remains a key distribution channel, offering a wide range of options

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