

## **Contact Lenses and Solutions in the Philippines**

Market Direction | 2023-05-24 | 20 pages | Euromonitor

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### **Report description:**

The growth of contact lenses in the Philippines is bolstered by increased accessibility. Advances in retail distribution have allowed an increasing number of brands to establish a foothold in the country, making contact lenses readily available to a wider audience. Millennials in the Philippines represent an important consumer demographic when it comes to contact lenses and solutions. These consumers increasingly value aesthetics, and as a result players in contact lenses are striving to cater t...

Euromonitor International's Contact Lenses and Solutions in Philippines 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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Aesthetics ascends for millennials, pushing category expansion as players respond

E-commerce continues to boost sales as digital developments accelerate

Surge in screen stimulates demand for protective eyewear

#### PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel further expansion for optical goods stores in the Philippines, while DD lenses will continue rising

Local credit companies contribute to increased consumer spending as e-commerce gathers pace

Major eyewear players expand into contact lenses and solutions, with technological progress and fashion trends set to push value growth

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