

Contact Lenses and Solutions in Brazil

Market Direction | 2023-05-29 | 22 pages | Euromonitor

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Report description:

After the insecurity created by the pandemic and social distancing measures imposed in Brazil over 2020-2021, 2022 was the first "normal" year in the country following the emergence of COVID-19. The local workforce returned to the office and the hybrid form of working became increasingly popular, although some businesses have moved to permanent remote working measures. Nonetheless, local consumers resumed in-person shopping with greater regularity, which had a significant impact on sales of cont...

Euromonitor International's Contact Lenses and Solutions in Brazil 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to rise, but Brazilians still lack proper knowledge regarding contact lenses

The development of e-commerce and its benefits to contact lenses

Independent stores gain traction with the resumption of activities

PROSPECTS AND OPPORTUNITIES

Stronger growth predicted for contact lenses, supported by rising vision problems among younger consumers

Investment in technology can help address health issues and drive functionality

Spectacles as a fashion accessory are a threat, but contact lenses likely to gain traction on other fronts

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Celebrity marketing campaigns and transition to spectacles gain traction

Consumer experience improves with the advance of e-commerce

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