

Contact Lenses and Solutions in South Africa

Market Direction | 2023-05-29 | 19 pages | Euromonitor

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Report description:

During the pandemic, consumers spent greater time at home for work and learning purposes. Therefore, they were exposed to digital screens for a longer period, resulting in a spike in eye health issues for both adults and children in South Africa, particularly of myopia, growth of which continues to rise in 2023. This is leading to greater demand for various eyewear solutions, including for contact lenses, following lack of access to these products at the height of the pandemic in 2020.

Euromonitor International's Contact Lenses and Solutions in South Africa 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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Euromonitor International

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Demand for contact lenses continues to improve in South Africa following the strong decline of 2020

Contact lenses become popular among younger consumers, driven by image and practicality

South Africans continue to purchase contact lenses as a lifestyle choice

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E-commerce contributes to a competitive landscape within contact lenses

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