

Contact Lenses and Solutions in India

Market Direction | 2023-08-09 | 20 pages | Euromonitor

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Report description:

The post-pandemic return to mobility, with increased instances of outdoor events, and growth in terms of consumer awareness with respect to usage, all combine to facilitate growth in contact lenses in 2023 - maintaining the positive trend observed in the previous year. According to Euromonitor's Voice of the Consumer: Lifestyle Survey, in 2023, 32.7% people in India agreed to go out to socialise with their friends at least once a week, compared to 26.3% in 2022. Indeed, instances of people going...

Euromonitor International's Contact Lenses and Solutions in India 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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Growing popularity of daily disposable lenses among the Indian population

Brands are running initiatives to expand their reach among consumers

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Cosmetic lenses remain a bright prospect for forecast period

E-commerce to boost competitiveness amongst brands in the category

Product innovation and usage awareness expected to boost demand over the forecast period

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