

Contact Lenses and Solutions in Germany

Market Direction | 2023-12-14 | 20 pages | Euromonitor

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Report description:

Contact lenses in Germany have faced supply chain issues in recent years triggered by the pandemic, leading to a notable decline in volume sales in 2020, and a marginal drop in 2022. However, the category has strongly rebounded in 2023 in line with the greater resumption of activity outside of the home, while higher unit prices are driving more dynamic value growth.

Euromonitor International's Contact Lenses and Solutions in Germany 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.

Table of Contents:

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List Of Contents And Tables

CONTACT LENSES AND SOLUTIONS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite supply chain issues, demand for contact lenses strongly rebounds in 2023

Cosmetic lenses emerging as a growing fashion trend in Germany

Major players, led by Alcon Pharma, dominate contact lenses in 2022

PROSPECTS AND OPPORTUNITIES

Promising outlook with expected recovery after pandemic disruption

Smart contact lenses: Overcoming challenges in pursuit of promising technology

Optical goods stores and e-commerce dominate distribution with latter set for further growth

CATEGORY DATA

Table 1 Sales of Contact Lenses by Category: Volume 2018-2023

Table 2 Sales of Contact Lenses by Category: Value 2018-2023

Table 3 Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 4 Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 5 Sales of Contact Lens Solutions: Value 2018-2023

Table 6 Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 7 Sales of Contact Lenses by Type: % Value 2018-2023

Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023

Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023

Table 10 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023

Table 11 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023

Table 12 □NBO Company Shares of Contact Lenses: % Value 2018-2022

Table 13 □LBN Brand Shares of Contact Lenses: % Value 2019-2022

Table 14 □Distribution of Contact Lenses by Format: % Value 2018-2023

Table 15 □Distribution of Contact Lens Solutions by Format: % Value 2018-2023

Table 16 □Forecast Sales of Contact Lenses by Category: Volume 2023-2028

Table 17 □Forecast Sales of Contact Lenses by Category: Value 2023-2028

Table 18 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028

Table 19 □Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028

Table 20 □Forecast Sales of Contact Lens Solutions: Value 2023-2028

Table 21 □Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

EYEWEAR IN GERMANY

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 22 Sales of Eyewear by Category: Volume 2018-2023

Table 23 Sales of Eyewear by Category: Value 2018-2023

Table 24 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 25 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Eyewear: % Value 2018-2022

Table 27 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 28 Distribution of Eyewear by Format: % Value 2018-2023

Table 29 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 30 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 31 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 32 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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