

Contact Lenses and Solutions in Indonesia

Market Direction | 2024-05-29 | 19 pages | Euromonitor

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Report description:

Contact lenses is set to see current value growth in Indonesia in 2024. In an era in which self-expression is key, the younger generation often look for ways to stand out and express their personalities through style and appearance. To do so they often use personal care items, colour cosmetics, hair colouring, or even enhancing eyes with various types of eye colours, to achieve the desired looks and beauty satisfaction. One trend that is becoming increasingly popular amongst the younger generati...

Euromonitor International's Contact Lenses and Solutions in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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 2024

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Demand for comfortable coloured lenses increases

Local consumer preferences may cause decline in the use of contact lenses

Acuvue remains amongst the most trusted brands in terms of comfort and safety in Indonesia

PROSPECTS AND OPPORTUNITIES

The category continues to offer potential despite limitations

Players are aware of consumers' concerns about the effects of long hours of wearing contact lenses

Local brand, Pink Rabbit, works to maintain popularity amongst the younger generation by launching new product

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