

## **Contact Lenses and Solutions in Thailand**

Market Direction | 2024-05-29 | 21 pages | Euromonitor

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### **Report description:**

Contact lenses and solutions in Thailand is seeing innovation informed by diverse demand from local consumers in 2024. Broadly, the main users of contact lenses in the country can be classified into three groups. First, those with eye problems who are looking for clear, classic-style lenses for everyday use. These consumers will also seek out more stylish options for special occasions, and the group is growing to extend to people suffering from farsightedness. The second group consists of consum...

Euromonitor International's Contact Lenses and Solutions in Thailand 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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Brands respond to diverse demand among contact-lens wearers

Several new launches flood the marketplace and players invest more celebrity endorsement

Promotions and rewards support sales and boost interest with e-commerce activity gaining pace

##### PROSPECTS AND OPPORTUNITIES

Brand ambassadors and presenters will become more prevalent as players seek to build awareness

Greater investment in omnichannel strategies and competitive pricing strategies

Farsightedness and fashion hold potential for greater growth opportunities, and younger generations will prompt new design

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