

Contact Lenses and Solutions in the Philippines

Market Direction | 2024-05-29 | 20 pages | Euromonitor

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Report description:

The market for contact lenses and solutions in the Philippines is expected to see dynamic growth in current value terms in 2024, driven by greater accessibility. Accelerated urbanisation has led to the emergence of a growing number of optical goods stores, are which located in previously underserved areas outside the three major cities of Quezon, Manila, and Caloocan. These stores offer a choice of weekly, biweekly, monthly and yearly lenses which appeal to a wide spectrum of consumer needs.

Euromonitor International's Contact Lenses and Solutions in Philippines 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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Table of Contents:

Contact Lenses and Solutions in the Philippines
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List Of Contents And Tables

CONTACT LENSES AND SOLUTIONS IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Contact lenses and solutions see a strong performance, in context of increasing urbanisation and enhanced levels of consumer purchasing power

Millennials represent key target market for contact lenses, especially cosmetic variants

Contact lens solutions found in health and beauty retailers become more sophisticated, thanks to an increasingly knowledgeable consumer base

PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel further expansion for optical goods stores in the Philippines, while more consumers will be willing to pay a premium for greater comfort

E-commerce will continue to gather pace Due to the cosmopolitan industry, retailing channels differ according to the positioning of the brand.

Market is particularly welcoming to new brands

CATEGORY DATA

Table 1 Sales of Contact Lenses by Category: Volume 2019-2024

Table 2 Sales of Contact Lenses by Category: Value 2019-2024

Table 3 Sales of Contact Lenses by Category: % Volume Growth 2019-2024

Table 4 Sales of Contact Lenses by Category: % Value Growth 2019-2024

Table 5 Sales of Contact Lens Solutions: Value 2019-2024

Table 6 Sales of Contact Lens Solutions: % Value Growth 2019-2024

Table 7 Sales of Contact Lenses by Type: % Value 2019-2024

Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024

Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024

Table 10 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024

Table 11 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024

Table 12 □NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 13 □LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 14 □Distribution of Contact Lenses by Format: % Value 2019-2024

Table 15 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 16 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 17 □Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 18 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 20 □Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 21 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

EYEWEAR IN THE PHILIPPINES

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

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Competitive landscape
Retailing developments
What next for eyewear?

MARKET DATA

Table 22 Sales of Eyewear by Category: Volume 2019-2024

Table 23 Sales of Eyewear by Category: Value 2019-2024

Table 24 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 25 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Eyewear: % Value 2019-2023

Table 27 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 28 Distribution of Eyewear by Format: % Value 2019-2024

Table 29 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 30 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 31 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 32 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

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