

**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, which are 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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Euromonitor International

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##### 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

Content 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

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