

**Contact Lenses and Solutions in India**

Market Direction | 2024-06-05 | 21 pages | Euromonitor

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**Report description:**

Contact lenses in India has been experiencing robust growth, with a further double-digit current value increase expected to be observed in 2024. This expansion can be attributed to rising awareness amongst consumers regarding the usage and benefits of contact lenses. Brands are actively engaging with consumers through influencers on social media platforms to educate them about the proper usage of and care for contact lenses, particularly targeting Generation Z, which has contributed to the growi...

Euromonitor International's Contact Lenses and Solutions in India 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.

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Double-digit value growth continues for contact lenses in 2024

Bausch & Lomb continues to lead contact lenses, followed by Johnson & Johnson

Polarisation as brands cater to a wide array of consumer preferences

##### PROSPECTS AND OPPORTUNITIES

Inclination towards convenience will drive growth for contact lenses

E-commerce will increase the penetration of contact lenses beyond metro and tier-1 cities

Innovative and technologically backed product offerings to fuel growth

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