

Contact Lenses and Solutions in Argentina

May 2023

Table of Contents

Contact Lenses and Solutions in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Más Vision launches iWear frequent replacement lenses
Import restrictions help local producers to gain ground in contact lens solutions
Price-based promotional activity intensifies amidst challenging economic conditions

PROSPECTS AND OPPORTUNITIES

Johnson & Johnson expected to maintain its dominant position in contact lenses
Risk of supply shortages will increase while tighter import controls remain in place
E-commerce set to make further distribution gains

CATEGORY DATA

Table 1 - Sales of Contact Lenses by Category: Volume 2018-2023
Table 2 - Sales of Contact Lenses by Category: Value 2018-2023
Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2018-2023
Table 4 - Sales of Contact Lenses by Category: % Value Growth 2018-2023
Table 5 - Sales of Contact Lens Solutions: Value 2018-2023
Table 6 - Sales of Contact Lens Solutions: % Value Growth 2018-2023
Table 7 - Sales of Contact Lenses by Type: % Value 2018-2023
Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023
Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023
Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023
Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023
Table 12 - NBO Company Shares of Contact Lenses: % Value 2018-2022
Table 13 - LBN Brand Shares of Contact Lenses: % Value 2019-2022
Table 14 - Distribution of Contact Lenses by Format: % Value 2018-2023
Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2018-2023
Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2023-2028
Table 17 - Forecast Sales of Contact Lenses by Category: Value 2023-2028
Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028
Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028
Table 20 - Forecast Sales of Contact Lens Solutions: Value 2023-2028
Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

Eyewear in Argentina - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for eyewear?

MARKET DATA

Table 22 - Sales of Eyewear by Category: Volume 2018-2023
Table 23 - Sales of Eyewear by Category: Value 2018-2023
Table 24 - Sales of Eyewear by Category: % Volume Growth 2018-2023
Table 25 - Sales of Eyewear by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Eyewear: % Value 2018-2022
Table 27 - LBN Brand Shares of Eyewear: % Value 2019-2022
Table 28 - Distribution of Eyewear by Format: % Value 2018-2023

Table 29 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 30 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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