

Contact Lenses and Solutions in Italy

June 2024

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Contact Lenses and Solutions in Italy - Category analysis

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2024 DEVELOPMENTS

Daily disposable lenses category drives overall growth in contact lenses
Companies foster premiumisation by prioritising next generation products
Private label grows by attracting money-squeezed consumers

PROSPECTS AND OPPORTUNITIES

Contact lenses expected to grow, led by daily disposable lenses category
Multifocal daily disposable lenses likely to drive growth due to ageing population
E-commerce likely to see limited growth in the coming years

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