

Contact Lenses and Solutions in Brazil

May 2023

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2023 DEVELOPMENTS

Sales continue to rise, but Brazilians still lack proper knowledge regarding contact lenses

The development of e-commerce and its benefits to contact lenses

Independent stores gain traction with the resumption of activities

PROSPECTS AND OPPORTUNITIES

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Spectacles as a fashion accessory are a threat, but contact lenses likely to gain traction on other fronts

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