



# Contact Lenses and Solutions in China

May 2024

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## Contact Lenses and Solutions in China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Contact lenses witnesses the stabilisation of growth in 2024

Domestic manufacturers are taking share

Premiumisation in the post-pandemic era

#### PROSPECTS AND OPPORTUNITIES

Changing aesthetic preference towards a more natural style

E-commerce continuously captures share, and even drives the growth of the category

Brand loyalty is key to win, especially for cosmetic contact lenses

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