

# Contact Lenses and Solutions in Australia

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## Abstracts

Over the review period, consumer preferences in Australia have gradually shifted towards daily disposable lenses (DD) instead of frequent replacement lenses (FRP), which users would replace each week or month rather than each day. This trend continues in 2023, with daily disposable lenses once again outperforming contact lenses as a whole, both in retail volume and value growth terms. DD lenses appeal to convenience-seeking consumers as there is minimal maintenance required compared to frequent...

Euromonitor International's Contact Lenses and Solutions in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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