

Europe Contact Lenses Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

Europe Contact Lenses Market reached USD 5.5 billion in 2023 and is projected to grow at a CAGR of 3.4% from 2024 to 2032. Increasingly, consumers are opting for contact lenses over traditional eyewear, driven by preferences for enhanced aesthetics and greater comfort.

The market is segmented into rigid gas permeable (RGP), soft contact, and hybrid contact lenses. In 2023, rigid gas permeable lenses led the market, generating over USD 4.9 billion in revenue and experiencing a growth rate of 3.4%. RGP lenses are preferred for their excellent oxygen permeability and long-lasting durability compared to soft lenses. The rising awareness of eye health and the benefits of RGP lenses in addressing conditions like astigmatism and keratoconus have also contributed to their increasing demand. Moreover, innovations in lens materials and designs are further improving comfort and wearability, boosting the popularity of RGP lenses.

As the population ages and screen time increases, more individuals are experiencing vision problems, further driving the demand for corrective lenses, such as multifocal and toric lenses. The growth of both physical retail outlets and e-commerce platforms has made it easier for consumers across Europe to access contact lenses, catering to a tech-savvy market that values convenience in purchasing.

The U.K. is currently the leading market in Europe, generating USD 1.4 billion in revenue in 2023, with expectations to reach USD 2 billion by 2032. The growing prevalence of vision disorders, particularly myopia, linked to increased screen time and digital device usage, is a key factor in the market's growth. Advances in lens technology, such as the development of silicone hydrogel lenses and daily disposable

options, have enhanced comfort and safety, making contact lenses an even more attractive option for consumers.

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