

# North America Contact Lenses Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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## Abstracts

North America Contact Lenses Market reached a valuation of USD 7.6 billion in 2023 and is projected to grow at a CAGR of 4% from 2024 to 2032. This growth is driven by rising awareness of vision health and a surge in refractive issues. Increasing demand for advanced options, such as daily disposables and specialized lenses for conditions like astigmatism and presbyopia, is fueling market expansion. Technological improvements in lens comfort, UV protection, and durability further boost adoption rates among consumers.

The expansion of e-commerce and online retail channels is another major growth contributor, as consumers increasingly favor the convenience of purchasing lenses online, often with competitive pricing. Social media and digital marketing also enable brands to reach a broader audience, especially younger consumers who prioritize accessibility and convenience.

By product type, the market is segmented into rigid gas permeable (RGP), soft contact, and hybrid lenses. RGP lenses led the market in 2023, generating revenue exceeding USD 6.7 billion, with a CAGR of 4.1%. Their popularity stems from superior oxygen permeability and durability. Increased awareness of eye health and the benefits of RGP lenses for specific conditions support demand. Additionally, advancements in RGP lens design and materials enhance comfort, making them more attractive to users.

In terms of design, the market is divided into spherical, toric, multifocal, and other designs. Spherical lenses dominated in 2023, with revenue surpassing USD 4.7 billion and a CAGR of 4.2%. Their effectiveness in correcting myopia and hyperopia has made them a popular choice. Improvements in lens materials and comfort are drawing new

users and those transitioning from glasses. The availability of convenient daily disposable options also contributes to the demand for spherical lenses.

The U.S. emerged as the leading market, generating around USD 6.5 billion in revenue in 2023, and is anticipated to reach USD 9.2 billion by 2032. Growth in the U.S. is primarily driven by increasing cases of myopia and presbyopia, boosting demand for corrective lenses. The preference for daily disposable lenses due to their convenience and hygiene benefits, along with ongoing material advancements that enhance comfort and breathability, attracts more consumers to the market.

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