

North America Soft Contact Lenses Market Size, Share & Trends Analysis Report By Material (Hydrogel, Silicone Hydrogel), By Design (Spherical Lens, Toric Lens), By Application, By Distribution Channel, By Usage, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The North America soft contact lenses market size was estimated at USD 3.6 billion in 2024 and is projected to grow at a CAGR of 8.0% from 2025 to 2030. The North America soft contact lenses industry is expanding due to rising myopia and presbyopia cases, increasing demand for daily disposables, and advancements in silicone hydrogel materials. The U.S. dominates the market, driven by high adoption rates, strong distribution networks, and growing preference for comfort-focused lenses. Technological innovations, including moisture-retaining and UV-protective lenses, further boost demand. Additionally, rising awareness of myopia control in children and the growing popularity of colored and toric lenses contribute to market growth. The North America soft contact lenses industry is driven by the rising prevalence of refractive errors such as myopia, hyperopia, presbyopia, and astigmatism. In the United States, myopia affects 41.6% of the population, and a 66% increase in prevalence has been recorded over the past 30 years. High myopia now impacts ~13 million Americans, highlighting the growing need for effective vision correction solutions. Similarly, hyperopia affects ~14 million people, with infants showing varying degrees of hyperopia in their first 12 months. These trends underscore the increasing demand for soft contact lenses across all age groups.

Manufacturers are continuously innovating materials and lens designs to enhance comfort, breathability, and durability. The development of silicone hydrogel lenses has

improved oxygen permeability, reducing the risk of dry eyes and discomfort. Additionally, smart contact lenses capable of monitoring glucose levels for diabetics and detecting early signs of eye diseases are gaining traction. For example, Mojo Vision is developing augmented reality (AR)-enabled lenses, while companies like Alcon and Johnson & Johnson are investing in sensor-embedded lenses for real-time health monitoring. These advancements are expanding the applications of soft contact lenses beyond vision correction.

Presbyopia, which impairs near vision with age, is another significant market driver, affecting nearly 80% of individuals aged 45–55 in North America. Notably, 16% of these individuals lack adequate vision correction, creating a substantial opportunity for multifocal soft contact lenses. Despite advances in correction methods, achieving perfect vision across all distances remains challenging. In December 2023, the Centre for Ocular Research & Education (CORE) explored current and future pharmacological treatments in Issue 75 of Contact Lens Update, comparing their effectiveness to multifocal lenses. This ongoing research highlights the industry's focus on enhancing presbyopia management through innovative solutions.

Public health campaigns and increasing optometric visits have boosted awareness of vision care. According to the Centers for Disease Control and Prevention (CDC), only 50% of people with vision problems in the U.S. seek eye care due to lack of awareness. However, government and private sector initiatives promoting early diagnosis and correction of refractive errors are driving market growth. For instance, organizations like WHO's Vision 2020 Initiative aim to eliminate avoidable blindness, which indirectly fuels demand for corrective lenses, including soft contact lenses. With strong regulatory support and expanding e-commerce sales, soft contact lenses are becoming more accessible across North America. The combination of rising refractive error cases, technological innovations, and evolving presbyopia solutions is expected to drive continued market growth in the coming years.

North America Soft Contact Lenses Market Report Segmentation

This report forecasts revenue growth at regional and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the North America soft contact lenses market report based on material, design, application, distribution channel, usage and region.

Material Outlook (Revenue, USD Million; 2018 - 2030)

Silicone Hydrogel

Hydrogel

Design Outlook (Revenue, USD Million; 2018 - 2030)

Spherical Lens

Toric Lens

Multifocal Lens

Other Lens

Application Outlook (Revenue, USD Million; 2018 - 2030)

Corrective

Therapeutic

Cosmetic

Prosthetic

Lifestyle-oriented

Distribution Channel Outlook (Revenue, USD Million; 2018 - 2030)

E-commerce

Eye Care Professionals

Retail

Usage Outlook (Revenue, USD Million; 2018 - 2030)

Daily Disposable

Disposable

Frequently Disposable

Traditional (Reusable) lenses

Regional Outlook (Revenue, USD Million; 2018 - 2030)

North America

U.S.

Canada

Mexico

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