

# **United States Contact Lenses Market, By Modality (Reusable, Disposable), By Design (Spherical, Toric, Multifocal, and Others (Monovision, etc.)), By Material Type (Silicone Hydrogel, Hydrogel, Gas Permeable, and Others (Polymethyl Methacrylate (PMMA), Hybrid, etc.)), By Application (Corrective, Therapeutic, Cosmetic, and Others (Prosthetic, Orthokeratology, etc.)), By Distribution Channel (Retail Stores, Online, Hospital & Clinics), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The United States Contact Lenses Market was valued at USD 6.15 Billion in 2024 and is projected to reach USD 8.77 Billion by 2030, expanding at a CAGR of 6.06% during the forecast period. This market represents a dynamic segment within the broader vision care industry, driven by rising cases of refractive errors, evolving consumer preferences, and continual innovations in lens design and materials. With contact lenses serving both medical and cosmetic purposes, demand spans from corrective wear to lifestyle-enhancing aesthetics. The U.S. market continues to benefit from increasing digital engagement and e-commerce adoption, facilitating direct-to-consumer access and tailored product offerings. As consumer expectations shift toward greater convenience, comfort, and performance, the industry is increasingly focused on research and development, patient-specific solutions, and omnichannel retail strategies. These factors collectively underscore the growth momentum of a market positioned at

the intersection of clinical necessity and consumer experience.

## Key Market Drivers

### Rising Prevalence of Refractive Errors

The growing incidence of refractive errors is a primary factor fueling the expansion of the United States Contact Lenses Market. Refractive issues—including myopia, hyperopia, astigmatism, and presbyopia—are widespread, affecting nearly half of the adult population. Alarming, around 18.3% of individuals live with undercorrected vision, and a substantial portion of visual impairments stem from insufficient correction. Contributing factors such as increased screen time and limited outdoor activity have accelerated the onset and severity of myopia, particularly among younger age groups. With myopia affecting 33.1%, astigmatism 36.2%, and hyperopia 3.6% of Americans, the demand for vision correction—particularly contact lenses that offer comfort, flexibility, and aesthetic appeal—is consistently high. Early diagnoses often lead to lifelong use, creating a stable demand cycle. This growing population of users underlines the importance of accessible and effective corrective options, solidifying contact lenses as a resilient and integral segment within vision care.

## Key Market Challenges

### High Cost of Specialty and Premium Contact Lenses

A key challenge in the U.S. Contact Lenses Market is the high cost associated with specialty and premium lenses, such as toric, multifocal, and daily disposable variants. These lenses, while offering enhanced performance and comfort, often come with elevated price tags that may deter cost-sensitive consumers, especially those without comprehensive insurance coverage. Limited reimbursement options under typical vision plans further shift expenses to consumers, prompting some to choose lower-cost alternatives like eyeglasses. Specialty lenses, which are crucial for treating complex conditions such as keratoconus and presbyopia, face accessibility issues due to their pricing. This economic barrier limits market penetration across certain demographics. To enhance adoption, companies must innovate on pricing strategies, explore bundling options, or develop insurance and subscription models that reduce financial burdens for end-users.

## Key Market Trends

## Rising Demand for Daily Disposable and Specialty Lenses

There is a noticeable shift toward daily disposable lenses, driven by their convenience, improved hygiene, and reduced risk of infections. These lenses are especially popular among younger consumers and health-conscious individuals. Simultaneously, specialty lenses—including toric lenses for astigmatism and multifocal options for presbyopia—are gaining traction due to their ability to meet complex visual needs. Aging populations and increased customization options are further driving the specialty segment.

Manufacturers are investing heavily in R&D to create advanced lenses with higher oxygen permeability, enhanced moisture retention, and UV protection, contributing to the premiumization of the product portfolio.

## Increasing Adoption of E-Commerce and Direct-to-Consumer Models

Digital retail channels are transforming how contact lenses are marketed and purchased. Consumers are increasingly opting for online platforms, subscription-based services, and mobile apps that provide personalized recommendations, automated refills, and competitive pricing. This trend aligns with broader shifts in consumer shopping behavior, emphasizing convenience, speed, and personalization. The digitalization of the lens-buying journey has enabled brands to build direct relationships with users while offering value-added services that increase retention and brand loyalty.

## Key Market Players

CooperVision, Inc.

Bausch Health Companies, Inc.

Alcon, Inc.

Johnson & Johnson Service Inc.

Carl Zeiss Inc.

EssilorLuxottica USA

Menicon America, Inc.

SynergEyes, Inc.

X-Cel Specialty Contacts

STAAR Surgical Company

### Report Scope:

In this report, the United States Contact Lenses Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### United States Contact Lenses Market, By Product:

Reusable

Disposable

#### United States Contact Lenses Market, By Design:

Spherical

Toric

Multifocal

Others

#### United States Contact Lenses Market, By Material Type:

Silicone Hydrogel

Hydrogel

Gas Permeable

Others

United States Contact Lenses Market, By Application:

Corrective

Therapeutic

Cosmetic

Others

United States Contact Lenses Market, By Distribution Channel:

Retail Stores

Online

Hospital & Clinics

United States Contact Lenses Market, By Region:

Mid-West

South

North-East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Contact Lenses Market.

Available Customizations:

United States Contact Lenses Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. UNITED STATES CONTACT LENSES MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Modality (Reusable, Disposable)
  - 5.2.2. By Design (Spherical, Toric, Multifocal, and Others (Monovision, etc.))
  - 5.2.3. By Material Type (Silicone Hydrogel, Hydrogel, Gas Permeable, and Others (Polymethyl Methacrylate (PMMA), Hybrid, etc.))

5.2.4. By Application (Corrective, Therapeutic, Cosmetic, and Others (Prosthetic, Orthokeratology, etc.)

5.2.5. By Distribution Channel (Retail Stores, Online, Hospital & Clinics)

5.2.6. By Region

5.2.7. By Company (2024)

5.3. Market Map

## **6. MID-WEST CONTACT LENSES MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Modality

6.2.2. By Design

6.2.3. By Material Type

6.2.4. By Application

6.2.5. By Distribution Channel

## **7. NORTH-EAST CONTACT LENSES MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Modality

7.2.2. By Design

7.2.3. By Material Type

7.2.4. By Application

7.2.5. By Distribution Channel

## **8. SOUTH CONTACT LENSES MARKET OUTLOOK**

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Modality

8.2.2. By Design

8.2.3. By Material Type

8.2.4. By Application

8.2.5. By Distribution Channel

## **9. WEST MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Modality

#### 9.2.2. By Design

#### 9.2.3. By Material Type

#### 9.2.4. By Application

#### 9.2.5. By Distribution Channel

## **10. MARKET DYNAMICS**

### 10.1. Drivers

### 10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

### 11.1. Recent Developments

### 11.2. Product Launches

### 11.3. Mergers & Acquisitions

## **12. POLICY & REGULATORY LANDSCAPE**

## **13. UNITED STATES ECONOMIC PROFILE**

## **14. UNITED STATES CONTACT LENSES MARKET: SWOT ANALYSIS**

## **15. COMPETITIVE LANDSCAPE**

### 15.1. CooperVision, Inc.

#### 15.1.1. Business Overview

#### 15.1.2. Product & Service Offerings

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. Financials (If Listed)

#### 15.1.6. SWOT Analysis

### 15.2. Bausch Health Companies, Inc.

- 15.3. Alcon, Inc.
- 15.4. Johnson & Johnson
- 15.5. Carl Zeiss Inc.
- 15.6. EssilorLuxottica USA
- 15.7. Menicon America, Inc.
- 15.8. SynergEyes, Inc.
- 15.9. X-Cel Specialty Contacts
- 15.10. STAAR Surgical Company

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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