

# Contact Lenses and Solutions in Hong Kong, China

June 2024

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## Contact Lenses and Solutions in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Daily disposable lenses (DD) continue to drive category growth  
Cosmetic lenses gain further share due to increase in socialising  
Comfort and moisturisation remain key purchase factors

#### PROSPECTS AND OPPORTUNITIES

Further investment in functional contact lenses expected over forecast period  
Brands and retailers to focus on increasing consumer knowledge of eye health  
Greater utilisation of loyalty programmes to enhance communication with customers

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