



Contact Lenses and Solutions in India

June 2024

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Contact Lenses and Solutions in India - Category analysis

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2024 DEVELOPMENTS

Double-digit value growth continues for contact lenses in 2024
Bausch & Lomb continues to lead contact lenses, followed by Johnson & Johnson
Polarisation as brands cater to a wide array of consumer preferences

PROSPECTS AND OPPORTUNITIES

Inclination towards convenience will drive growth for contact lenses
E-commerce will increase the penetration of contact lenses beyond metro and tier-1 cities
Innovative and technologically backed product offerings to fuel growth

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