



# Contact Lenses and Solutions in Turkey

May 2024

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## Contact Lenses and Solutions in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Daily disposable lenses (DD) leads sales due to comfort and convenience

Competitive landscape remains highly-concentrated

E-commerce continues to expand thanks to value and convenience

#### PROSPECTS AND OPPORTUNITIES

Growth set to be supported by anti-blue-light products and daily disposable lenses (DD)

Sales of multifocal daily disposable lenses (DD) could benefit from ageing population

Myopia control contact lenses could gain a bigger audience in Turkey

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