



# Contact Lenses and Solutions in Indonesia

May 2024

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## Contact Lenses and Solutions in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for comfortable coloured lenses increases

Local consumer preferences may cause decline in the use of contact lenses

Acuvue remains amongst the most trusted brands in terms of comfort and safety in Indonesia

#### PROSPECTS AND OPPORTUNITIES

The category continues to offer potential despite limitations

Players are aware of consumers' concerns about the effects of long hours of wearing contact lenses

Local brand, Pink Rabbit, works to maintain popularity amongst the younger generation by launching new product

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