



Contact Lenses and Solutions in Mexico

May 2024

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Contact Lenses and Solutions in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low penetration for contact lenses in Mexico due to lack of trained sales staff
High usage of coloured contact lenses
Alcon Laboratorios and Johnson & Johnson remain the category leaders despite losing share

PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to continue developing thanks to convenience and value on offer
Trained personnel seen to be key to the growth of contact lenses
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