

# Contact Lenses and Solutions in Romania

June 2024

Table of Contents

## Contact Lenses and Solutions in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Use of contact lenses still heavily concentrated among younger demographics  
Daily disposable lenses remain by far the most popular type in Romania  
Recommendations from eye health specialists continue to shape consumer choices

#### PROSPECTS AND OPPORTUNITIES

Population ageing and rising image-consciousness set to remain key demand drivers  
Innovation and educational campaigns will encourage wider use of contact lenses  
Further distribution gains expected for the e-commerce channel

#### CATEGORY DATA

- Table 1 - Sales of Contact Lenses by Category: Volume 2019-2024
- Table 2 - Sales of Contact Lenses by Category: Value 2019-2024
- Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
- Table 5 - Sales of Contact Lens Solutions: Value 2019-2024
- Table 6 - Sales of Contact Lens Solutions: % Value Growth 2019-2024
- Table 7 - Sales of Contact Lenses by Type: % Value 2019-2024
- Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024
- Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024
- Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024
- Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024
- Table 12 - NBO Company Shares of Contact Lenses: % Value 2019-2023
- Table 13 - LBN Brand Shares of Contact Lenses: % Value 2020-2023
- Table 14 - Distribution of Contact Lenses by Format: % Value 2019-2024
- Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2019-2024
- Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2024-2029
- Table 17 - Forecast Sales of Contact Lenses by Category: Value 2024-2029
- Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029
- Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029
- Table 20 - Forecast Sales of Contact Lens Solutions: Value 2024-2029
- Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

## Eyewear in Romania - Industry Overview

### EXECUTIVE SUMMARY

Eyewear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for eyewear?

#### MARKET DATA

- Table 22 - Sales of Eyewear by Category: Volume 2019-2024
- Table 23 - Sales of Eyewear by Category: Value 2019-2024
- Table 24 - Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Eyewear: % Value 2019-2023
- Table 27 - LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 28 - Distribution of Eyewear by Format: % Value 2019-2024

Table 29 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 30 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/contact-lenses-and-solutions-in-romania/report](http://www.euromonitor.com/contact-lenses-and-solutions-in-romania/report).