

# Contact Lenses and Solutions in the United Kingdom

May 2024

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## Contact Lenses and Solutions in the United Kingdom - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Despite challenges, contact lenses set to be best performer in eyewear over 2024 Private label and e-commerce support consumers during cost-of-living crisis Innovation as myopia management moves to the fore

## PROSPECTS AND OPPORTUNITIES

Challenges ahead for contact lenses in the UK over the forecast period Retail e-commerce to benefit from greater convenience and competitive prices Sustainability will continue to take priority in contact lenses

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