

# Contact Lenses and Solutions in Australia

May 2023

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## Contact Lenses and Solutions in Australia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumer preferences continue to shift towards daily disposable lenses (DD)

Sales of contact lens solutions continue to decline

Optical goods stores maintains position as dominant distribution channel

## PROSPECTS AND OPPORTUNITIES

Myopia control will be increasingly important trend within local eyewear

The form and function offered by contact lenses

E-commerce set to gain further share from optical goods stores

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