

# Contact Lenses and Solutions in Turkey

May 2023

**Table of Contents** 

## Contact Lenses and Solutions in Turkey - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Contact lenses consumption grows as users choose them over spectacles The convenience of daily disposable lenses leads to a strong performance Johnson & Johnson increases its lead thanks to constant innovation

## PROSPECTS AND OPPORTUNITIES

Contact lenses witness positive growth driven by daily disposable lenses Increasing demand for hydration and comfort as dry eye syndrome rises Laser eye surgery is an ongoing threat to contact lenses

#### CATEGORY DATA

Table 1 - Sales of Contact Lenses by Category: Volume 2018-2023 Table 2 - Sales of Contact Lenses by Category: Value 2018-2023 Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2018-2023 Table 4 - Sales of Contact Lenses by Category: % Value Growth 2018-2023 Table 5 - Sales of Contact Lens Solutions: Value 2018-2023 Table 6 - Sales of Contact Lens Solutions: % Value Growth 2018-2023 Table 7 - Sales of Contact Lenses by Type: % Value 2018-2023 Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023 Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023 Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023 Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023 Table 12 - NBO Company Shares of Contact Lenses: % Value 2018-2022 Table 13 - LBN Brand Shares of Contact Lenses: % Value 2019-2022 Table 14 - Distribution of Contact Lenses by Format: % Value 2018-2023 Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2018-2023 Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2023-2028 Table 17 - Forecast Sales of Contact Lenses by Category: Value 2023-2028 Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028 Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028 Table 20 - Forecast Sales of Contact Lens Solutions: Value 2023-2028 Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## Eyewear in Turkey - Industry Overview

#### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for eyewear?

#### MARKET DATA

Table 22 - Sales of Eyewear by Category: Volume 2018-2023Table 23 - Sales of Eyewear by Category: Value 2018-2023Table 24 - Sales of Eyewear by Category: % Volume Growth 2018-2023Table 25 - Sales of Eyewear by Category: % Value Growth 2018-2023Table 26 - NBO Company Shares of Eyewear: % Value 2018-2022Table 27 - LBN Brand Shares of Eyewear: % Value 2019-2022Table 28 - Distribution of Eyewear by Format: % Value 2018-2023

Table 29 - Forecast Sales of Eyewear by Category: Volume 2023-2028Table 30 - Forecast Sales of Eyewear by Category: Value 2023-2028Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

# 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-turkey/report.