

# Contact Lenses and Solutions in Italy

May 2023

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## Contact Lenses and Solutions in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite challenges contact lenses is set to be the best performer in eyewear in 2023

Disposable daily lenses continue to drive growth despite increasing price sensitivity

New contact lenses target the digital age and those with an astigmatism

#### PROSPECTS AND OPPORTUNITIES

Contact lenses will continue to be the aesthetic choice of a growing number of Italians while comfort will be a key focus of new product development

Multifocal daily disposable lenses likely to drive growth due to ageing population

Retail e-commerce set to benefit from offer of better prices and greater convenience

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