

# Contact Lenses and Solutions in the Philippines

May 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Aesthetics ascends for millennials, pushing category expansion as players respond

E-commerce continues to boost sales as digital developments accelerate

Surge in screen stimulates demand for protective eyewear

#### PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel further expansion for optical goods stores in the Philippines, while DD lenses will continue rising

Local credit companies contribute to increased consumer spending as e-commerce gathers pace

Mayor eyewear players expand into contact lenses and solutions, with technological progress and fashion trends set to push value growth

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