

# Contact Lenses and Solutions in China

May 2023

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## Contact Lenses and Solutions in China - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Contact lenses returns to double-digit growth rates in 2023

Daily disposable lenses (DD) continues to drive category growth

E-commerce continues to gain share within contact lenses

## PROSPECTS AND OPPORTUNITIES

Increasingly fierce competition expected in the coming years

Cosmetic contact lenses set to see further growth

The trend of unit price declines set to remain relevant, driving volume sales

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