

# Contact Lenses and Solutions in the United Arab Emirates

May 2023

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## Contact Lenses and Solutions in the United Arab Emirates - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Greater resumption of travel and leisure benefits category sales Strong brand loyalty within contact lenses in the United Arab Emirates Growing importance of sustainability

## PROSPECTS AND OPPORTUNITIES

Daily disposable lenses (DD) to remain resilient

Reliance on leading brands with little new product development likely

Optical goods stores to remain dominant distribution channel, driven by trust

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