

# Contact Lenses and Solutions in Indonesia

May 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return to pre-pandemic lifestyles triggers further growth for contact lenses, although category comes under pressure from spectacles and laser eye surgery

Frequent replacement lenses lead growth

E-commerce continues to grow in importance as consumers become more confident about shopping online

#### PROSPECTS AND OPPORTUNITIES

Demand for contact lenses will continue to grow, thanks to rising cases of myopia, with frequent replacement lenses leading the way

Virtual try-on tools will find favour with contact lens wearers

Global brands face increasingly competition from domestic players which offer ever-more sophisticated products at more affordable prices

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