

Contact Lenses and Solutions in Mexico

June 2023

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Contact Lenses and Solutions in Mexico - Category analysis

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2023 DEVELOPMENTS

Sustainability practices to attract eco-conscious consumers
Brands innovate to respond to changing work and life habits
Increasing relevance of daily disposable lenses (DD) in Mexico

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Players identify different opportunities to expand target audience
Contact lenses benefit from e-commerce strategies, but in-person experience remains important
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