

Contact Lenses and Solutions in Poland

June 2023

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Contact Lenses and Solutions in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for daily disposable lenses remains robust despite slowdown Global giants continue to dominate contact lenses and solutions Optical goods stores regain some ground but e-commerce continues to dominate

PROSPECTS AND OPPORTUNITIES

Population ageing and digital screen use will boost demand for multifocal lenses Eye health awareness campaigns should continue to support category expansion Use of contact lenses set to remain highest among younger Poles

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