

Johnson & Johnson Inc in Eyewear

January 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Johnson & Johnson remains the number two player in global eyewear

Johnson & Johnson's global footprint

US and Japan still account for the bulk of Johnson & Johnson's eyewear sales

Johnson & Johnson performance negatively impacted by the pandemic

Relatively limited exposure of Johnson & Johnson to war in Russia

Embracing the metaverse could be crucial for eyewear players

Could contact lenses act as a gateway to the Metaverse for eyewear?

EXPOSURE TO FUTURE GROWTH

DD lenses in the US will generate most new sales

Little movement among the leading eyewear players

Johnson & Johnson's Abiliti products for myopia management

Digital Seniors – a force to be reckoned with

COMPETITIVE POSITIONING

No major share gains seen over 2018-2021

Alcon has the greatest competitor overlap with Johnson & Johnson

Johnson & Johnson among the top three players in all its main markets

Acuvue Oasys and 1-Day Acuvue the top two contact lens brands globally

Optical goods stores still the main distribution channel, but e-commerce is growing

Johnson & Johnson Vision committed to achieving carbon neutrality by 2030

CONTACT LENSES AND SOLUTIONS

US and Japan to remain Johnson & Johnson's main country markets

Contact lenses continue to dominate Johnson & Johnson's eyewear sales

Myopia and presbyopia will be key focus areas for eyewear players

J&J's Acuvue Oasys Max 1-Day products target those with digitally-intense lifestyles

KEY FINDINGS

Key Findings

APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/johnson-and-johnson-inc-in-eyewear/report.