

Eyewear in Indonesia

May 2023

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Contact Lenses and Solutions in Indonesia

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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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PROSPECTS AND OPPORTUNITIES

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