

Contact Lenses and Solutions in India

August 2023

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2023 DEVELOPMENTS

Contact lenses showcase double digit growth thanks to the return of mobility

Growing popularity of daily disposable lenses among the Indian population

Brands are running initiatives to expand their reach among consumers

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Cosmetic lenses remain a bright prospect for forecast period

E-commerce to boost competitiveness amongst brands in the category

Product innovation and usage awareness expected to boost demand over the forecast period

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