

# Contact Lenses and Solutions in Sweden

May 2023

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## Contact Lenses and Solutions in Sweden - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales remain flat, however, inflation gives a boost to retail value growth

The outdoor trend and active lifestyles drive sales of contact lenses

Advanced features such as higher moisture retention boosts retail value growth

## PROSPECTS AND OPPORTUNITIES

Structural changes boost growth as contact lenses offer added benefits

Eye surgery, fashion spectacles and allergies threaten retail value growth

E-commerce remains a key distribution channel, offering a wide range of options

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