

# Contact Lenses and Solutions in South Korea

May 2023

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## Contact Lenses and Solutions in South Korea - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Solid growth supported by greater mobility in South Korea

Competitive market with major brands vying for share

Two most important factors when choosing contact lenses: Price and comfort

## PROSPECTS AND OPPORTUNITIES

Further growth expected to be driven by multiple factors

Standardisation of optic surgery offers threat to contact lenses

Players seek alternative distribution channels to attract consumers

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