

# Contact Lenses and Solutions in South Africa

May 2023

Table of Contents

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for contact lenses continues to improve in South Africa following the strong decline of 2020

Contact lenses become popular among younger consumers, driven by image and practicality

South Africans continue to purchase contact lenses as a lifestyle choice

#### PROSPECTS AND OPPORTUNITIES

Private label has potential to penetrate contact lenses due to price pressures

E-commerce contributes to a competitive landscape within contact lenses

Surging rates of myopia to contribute to further demand for contact lenses

#### CATEGORY DATA

Table 1 - Sales of Contact Lenses by Category: Volume 2018-2023

Table 2 - Sales of Contact Lenses by Category: Value 2018-2023

Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 4 - Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 5 - Sales of Contact Lens Solutions: Value 2018-2023

Table 6 - Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 7 - Sales of Contact Lenses by Type: % Value 2018-2023

Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023

Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023

Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023

Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023

Table 12 - NBO Company Shares of Contact Lenses: % Value 2018-2022

Table 13 - LBN Brand Shares of Contact Lenses: % Value 2019-2022

Table 14 - Distribution of Contact Lenses by Format: % Value 2018-2023

Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2018-2023

Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2023-2028

Table 17 - Forecast Sales of Contact Lenses by Category: Value 2023-2028

Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Contact Lens Solutions: Value 2023-2028

Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## Eyewear in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

#### MARKET DATA

Table 22 - Sales of Eyewear by Category: Volume 2018-2023

Table 23 - Sales of Eyewear by Category: Value 2018-2023

Table 24 - Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 25 - Sales of Eyewear by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Eyewear: % Value 2018-2022

Table 27 - LBN Brand Shares of Eyewear: % Value 2019-2022

Table 28 - Distribution of Eyewear by Format: % Value 2018-2023

Table 29 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 30 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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