

# **Contact Lenses and Solutions in Japan**

May 2023

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# Contact Lenses and Solutions in Japan - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Product availability marginally impacted by war in Ukraine, leading to price increases New product launches from local players Cosmetic contact lenses show momentum with new brands entering

#### PROSPECTS AND OPPORTUNITIES

Sustainability will remain a challenge to the disposal of contact lenses Younger consumers to become target audience Omnichannel strategy to remain important for retailers

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