

# Contact Lenses and Solutions in Germany

December 2023

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## Contact Lenses and Solutions in Germany - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Despite supply chain issues, demand for contact lenses strongly rebounds in 2023

Cosmetic lenses emerging as a growing fashion trend in Germany

Major players, led by Alcon Pharma, dominate contact lenses in 2022

## PROSPECTS AND OPPORTUNITIES

Promising outlook with expected recovery after pandemic disruption

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Optical goods stores and e-commerce dominate distribution with latter set for further growth

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