



Johnson & Johnson Inc in Eyewear

January 2023

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Executive summary

STATE OF PLAY

Johnson & Johnson remains the number two player in global eyewear

Johnson & Johnson's global footprint

US and Japan still account for the bulk of Johnson & Johnson's eyewear sales

Johnson & Johnson performance negatively impacted by the pandemic

Relatively limited exposure of Johnson & Johnson to war in Russia

Embracing the metaverse could be crucial for eyewear players

Could contact lenses act as a gateway to the Metaverse for eyewear?

EXPOSURE TO FUTURE GROWTH

DD lenses in the US will generate most new sales

Little movement among the leading eyewear players

Johnson & Johnson's Abiliti products for myopia management

Digital Seniors – a force to be reckoned with

COMPETITIVE POSITIONING

No major share gains seen over 2018-2021

Alcon has the greatest competitor overlap with Johnson & Johnson

Johnson & Johnson among the top three players in all its main markets

Acuvue Oasys and 1-Day Acuvue the top two contact lens brands globally

Optical goods stores still the main distribution channel, but e-commerce is growing

Johnson & Johnson Vision committed to achieving carbon neutrality by 2030

CONTACT LENSES AND SOLUTIONS

US and Japan to remain Johnson & Johnson's main country markets

Contact lenses continue to dominate Johnson & Johnson's eyewear sales

Myopia and presbyopia will be key focus areas for eyewear players

J&J's Acuvue Oasys Max 1-Day products target those with digitally-intense lifestyles

KEY FINDINGS

Key Findings

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Projected company sales: FAQs

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