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International

Contact Lenses and Solutions in Hong Kong, China

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Contact Lenses and Solutions in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales sustained by local habitual purchases

Acuvue and CooperVision as key leaders

Myopia control products gain traction as parents opt for early intervention for long-term eye health

PROSPECTS AND OPPORTUNITIES

Steady growth expected amid need product innovation and channel optimisation

Coloured cosmetic contact lenses as whitespace with beauty and fashion players diving in

Fostering loyalty will be key amid high levels of saturation

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DISCLAIMER

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