



**Euromonitor  
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# Contact Lenses and Solutions in Argentina

June 2025

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## Contact Lenses and Solutions in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

A more stable economy and the return of interest-free instalments support category recovery

Johnson & Johnson Inc maintains leadership and drives growth

Myopia control contact lenses not yet available locally

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Continued category growth expected despite entry barriers

Cross-border shopping continues to impact demand

Frequent replacement lenses dominate due to affordability

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/contact-lenses-and-solutions-in-argentina/report](http://www.euromonitor.com/contact-lenses-and-solutions-in-argentina/report).