



# Contact Lenses and Solutions in Italy

June 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Structural barriers limit user growth, but value rises on shift to daily disposables and premium materials

Alcon maintains leadership amid growing pressure from private label expansion

Myopia control lens market expands, driven by medical certification and practitioner endorsement

#### PROSPECTS AND OPPORTUNITIES

Daily disposables and presbyopia-led demand to drive contact lens growth

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Independent optical goods stores to remain central as online growth accelerates

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