



# Contact Lenses and Solutions in Italy

June 2024

Table of Contents

## Contact Lenses and Solutions in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Daily disposable lenses category drives overall growth in contact lenses  
Companies foster premiumisation by prioritising next generation products  
Private label grows by attracting money-squeezed consumers

#### PROSPECTS AND OPPORTUNITIES

Contact lenses expected to grow, led by daily disposable lenses category  
Multifocal daily disposable lenses likely to drive growth due to ageing population  
E-commerce likely to see limited growth in the coming years

#### CATEGORY DATA

- Table 1 - Sales of Contact Lenses by Category: Volume 2019-2024
- Table 2 - Sales of Contact Lenses by Category: Value 2019-2024
- Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
- Table 5 - Sales of Contact Lens Solutions: Value 2019-2024
- Table 6 - Sales of Contact Lens Solutions: % Value Growth 2019-2024
- Table 7 - Sales of Contact Lenses by Type: % Value 2019-2024
- Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024
- Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024
- Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024
- Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024
- Table 12 - NBO Company Shares of Contact Lenses: % Value 2019-2023
- Table 13 - LBN Brand Shares of Contact Lenses: % Value 2020-2023
- Table 14 - Distribution of Contact Lenses by Format: % Value 2019-2024
- Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2019-2024
- Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2024-2029
- Table 17 - Forecast Sales of Contact Lenses by Category: Value 2024-2029
- Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029
- Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029
- Table 20 - Forecast Sales of Contact Lens Solutions: Value 2024-2029
- Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

## Eyewear in Italy - Industry Overview

### EXECUTIVE SUMMARY

Eyewear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for eyewear?

#### MARKET DATA

- Table 22 - Sales of Eyewear by Category: Volume 2019-2024
- Table 23 - Sales of Eyewear by Category: Value 2019-2024
- Table 24 - Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Eyewear: % Value 2019-2023
- Table 27 - LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 28 - Distribution of Eyewear by Format: % Value 2019-2024

Table 29 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 30 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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