

Contact Lenses and Solutions in Sweden

June 2025

Table of Contents

Contact Lenses and Solutions in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ongoing growth supported by price increases and advanced features
EyeQ demonstrates the popularity of private label brands
Myopia control influences developments in contact lens features

PROSPECTS AND OPPORTUNITIES

Steady and slow growth expected across the forecast period Digital innovation in contact lenses expected to remain limited Sustainability trends in contact lenses remain industry-driven

CATEGORY DATA

- Table 1 Sales of Contact Lenses by Category: Volume 2020-2025
- Table 2 Sales of Contact Lenses by Category: Value 2020-2025
- Table 3 Sales of Contact Lenses by Category: % Volume Growth 2020-2025
- Table 4 Sales of Contact Lenses by Category: % Value Growth 2020-2025
- Table 5 Sales of Contact Lens Solutions: Value 2020-2025
- Table 6 Sales of Contact Lens Solutions: % Value Growth 2020-2025
- Table 7 Sales of Contact Lenses by Type: % Value 2020-2025
- Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2020-2025
- Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2020-2025
- Table 10 Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2020-2025
- Table 11 Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2020-2025
- Table 12 NBO Company Shares of Contact Lenses: % Value 2020-2024
- Table 13 LBN Brand Shares of Contact Lenses: % Value 2021-2024
- Table 14 Distribution of Contact Lenses by Format: % Value 2020-2025
- Table 15 Distribution of Contact Lens Solutions by Format: % Value 2020-2025
- Table 16 Forecast Sales of Contact Lenses by Category: Volume 2025-2030
- Table 17 Forecast Sales of Contact Lenses by Category: Value 2025-2030
- Table 18 Forecast Sales of Contact Lenses by Category: % Volume Growth 2025-2030
- Table 19 Forecast Sales of Contact Lenses by Category: % Value Growth 2025-2030
- Table 20 Forecast Sales of Contact Lens Solutions: Value 2025-2030
- Table 21 Forecast Sales of Contact Lens Solutions: % Value Growth 2025-2030

Eyewear in Sweden - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

MARKET DATA

- Table 22 Sales of Eyewear by Category: Volume 2020-2025
- Table 23 Sales of Eyewear by Category: Value 2020-2025
- Table 24 Sales of Eyewear by Category: % Volume Growth 2020-2025
- Table 25 Sales of Eyewear by Category: % Value Growth 2020-2025
- Table 26 NBO Company Shares of Eyewear: % Value 2020-2024
- Table 27 LBN Brand Shares of Eyewear: % Value 2021-2024
- Table 28 Distribution of Eyewear by Format: % Value 2020-2025

Table 29 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 30 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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