



# Contact Lenses and Solutions in Sweden

May 2024

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## Contact Lenses and Solutions in Sweden - Category analysis

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#### 2024 DEVELOPMENTS

Use of contact lenses rises in 2024

Consumers opt for well-known trusted brands

Advanced features attract consumers looking to treat myopia and presbyopia

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Contact lenses face limited growth due to maturity and popularity of spectacles

E-commerce to expand its prominent position

Digital and sustainable solutions lag behind other eyewear categories

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