

# **Contact Lenses and Solutions in China**

June 2025

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# Contact Lenses and Solutions in China - Category analysis

# **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Changing lifestyles and fashion trends drive growth Bausch & Lomb benefits from continuous innovation Distribution varies for different products

# PROSPECTS AND OPPORTUNITIES

Increasing demand for myopia control and rising popularity of cosmetic lenses to drive growth Coloured cosmetic contact lenses classed as medical devices Growing role for digital solutions

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