



# Contact Lenses and Solutions in the US

May 2024

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## Contact Lenses and Solutions in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Daily disposables lenses (DD) are still at the forefront of growth

Major players, led by Johnson & Johnson Vision Care, dominate contact lenses in 2023

Toric and multifocal lenses on the rise

#### PROSPECTS AND OPPORTUNITIES

Sustainability increasingly important for both consumers and players

Players discover various ways to expand their target audience

Eye health education and personalised solutions will be vital pieces of the success story of contact lenses

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