

# Contact Lenses and Solutions in the US

June 2025

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

## **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Positive performance for contact lenses in the face of economic challenges
Global players, led by Johnson & Johnson Vision Care, dominate contact lenses in 2024
Myopia control products continue to gain traction

## PROSPECTS AND OPPORTUNITIES

Positive outlook despite sluggish trade environment

Contact lenses set for a strong growth trajectory backed by personalisation and digital trends Sustainability practices to reduce environmental impact and attract eco-conscious consumers

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