

Contact Lenses and Solutions in Japan

June 2025

Table of Contents

Contact Lenses and Solutions in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Unit price increase supports growth in value

New players intensify competition in contact lens market

Regulatory reform needed for easier retail distribution of myopia control products

PROSPECTS AND OPPORTUNITIES

Holistic eye care and early touch point key to maintaining consumers loyalty

Expanding colour contact lenses with clearer targeting

Recycling efforts persist

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 Japan - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/contact-lenses-and-solutions-in-japan/report.