



# Contact Lenses and Solutions in Mexico

May 2024

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## Contact Lenses and Solutions in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Low penetration for contact lenses in Mexico due to lack of trained sales staff

High usage of coloured contact lenses

Alcon Laboratorios and Johnson & Johnson remain the category leaders despite losing share

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to continue developing thanks to convenience and value on offer

Trained personnel seen to be key to the growth of contact lenses

Contact lenses set for solid growth backed by an increased focus on eye health and new innovations

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