



Contact Lenses and Solutions in Hong Kong, China

June 2024

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Contact Lenses and Solutions in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Daily disposable lenses (DD) continue to drive category growth
Cosmetic lenses gain further share due to increase in socialising
Comfort and moisturisation remain key purchase factors

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Further investment in functional contact lenses expected over forecast period
Brands and retailers to focus on increasing consumer knowledge of eye health
Greater utilisation of loyalty programmes to enhance communication with customers

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