



# Contact Lenses and Solutions in Thailand

May 2024

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## Contact Lenses and Solutions in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Brands respond to diverse demand among contact-lens wearers

Several new launches flood the marketplace and players invest more celebrity endorsement

Promotions and rewards support sales and boost interest with e-commerce activity gaining pace

#### PROSPECTS AND OPPORTUNITIES

Brand ambassadors and presenters will become more prevalent as players seek to build awareness

Greater investment in omnichannel strategies and competitive pricing strategies

Farsightedness and fashion hold potential for greater growth opportunities, and younger generations will prompt new design

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