



Contact Lenses and Solutions in Italy

June 2024

Table of Contents

Contact Lenses and Solutions in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Daily disposable lenses category drives overall growth in contact lenses
Companies foster premiumisation by prioritising next generation products
Private label grows by attracting money-squeezed consumers

PROSPECTS AND OPPORTUNITIES

Contact lenses expected to grow, led by daily disposable lenses category
Multifocal daily disposable lenses likely to drive growth due to ageing population
E-commerce likely to see limited growth in the coming years

CATEGORY DATA

- Table 1 - Sales of Contact Lenses by Category: Volume 2019-2024
- Table 2 - Sales of Contact Lenses by Category: Value 2019-2024
- Table 3 - Sales of Contact Lenses by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
- Table 5 - Sales of Contact Lens Solutions: Value 2019-2024
- Table 6 - Sales of Contact Lens Solutions: % Value Growth 2019-2024
- Table 7 - Sales of Contact Lenses by Type: % Value 2019-2024
- Table 8 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024
- Table 9 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024
- Table 10 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024
- Table 11 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024
- Table 12 - NBO Company Shares of Contact Lenses: % Value 2019-2023
- Table 13 - LBN Brand Shares of Contact Lenses: % Value 2020-2023
- Table 14 - Distribution of Contact Lenses by Format: % Value 2019-2024
- Table 15 - Distribution of Contact Lens Solutions by Format: % Value 2019-2024
- Table 16 - Forecast Sales of Contact Lenses by Category: Volume 2024-2029
- Table 17 - Forecast Sales of Contact Lenses by Category: Value 2024-2029
- Table 18 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029
- Table 19 - Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029
- Table 20 - Forecast Sales of Contact Lens Solutions: Value 2024-2029
- Table 21 - Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

Eyewear in Italy - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for eyewear?

MARKET DATA

- Table 22 - Sales of Eyewear by Category: Volume 2019-2024
- Table 23 - Sales of Eyewear by Category: Value 2019-2024
- Table 24 - Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Eyewear: % Value 2019-2023
- Table 27 - LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 28 - Distribution of Eyewear by Format: % Value 2019-2024

Table 29 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 30 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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