



Contact Lenses and Solutions in the Philippines

May 2024

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Contact Lenses and Solutions in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Contact lenses and solutions see a strong performance, in context of increasing urbanisation and enhanced levels of consumer purchasing power
Millennials represent key target market for contact lenses, especially cosmetic variants

Contact lens solutions found in health and beauty retailers become more sophisticated, thanks to an increasingly knowledgeable consumer base

PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel further expansion for optical goods stores in the Philippines, while more consumers will be willing to pay a premium for greater comfort

E-commerce will continue to gather pace Due to the cosmopolitan industry, retailing channels differ according to the positioning of the brand.

Market is particularly welcoming to new brands

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