



# Contact Lenses and Solutions in Taiwan

June 2024

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## Contact Lenses and Solutions in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Steady growth as normal lifestyles spur return to contact lenses  
Leading brands prioritise comfort and innovation to cement brand loyalty  
Speciality contact lens stores gain popularity in Taiwan

#### PROSPECTS AND OPPORTUNITIES

Eye conditions to drive demand for functional contact lenses  
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