



# Contact Lenses and Solutions in Japan

May 2024

Table of Contents

## Contact Lenses and Solutions in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The consumer base for contact lenses continues to expand

Private label contact lenses from Hoya

Premiumisation through functionality

#### PROSPECTS AND OPPORTUNITIES

Cosmetic lenses set to keep growing

E-commerce shows healthy growth thanks to convenience and subscription services

Sustainability from various angles, including packaging

#### 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 Japan - 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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