



Contact Lenses and Solutions in Germany

June 2024

Table of Contents

Contact Lenses and Solutions in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of contact lenses negatively impacted by the cost-of-living crisis

Competitive landscape remains unchanged

Retail e-commerce maintains healthy value growth

PROSPECTS AND OPPORTUNITIES

Convenience, active lifestyles, and younger consumers to help drive growth

Innovations in contact lenses

Omnichannel retailing set to remain important

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 Germany - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/contact-lenses-and-solutions-in-germany/report.