



# Contact Lenses and Solutions in Mexico

May 2024

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## Contact Lenses and Solutions in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Low penetration for contact lenses in Mexico due to lack of trained sales staff  
High usage of coloured contact lenses  
Alcon Laboratorios and Johnson & Johnson remain the category leaders despite losing share

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to continue developing thanks to convenience and value on offer  
Trained personnel seen to be key to the growth of contact lenses  
Contact lenses set for solid growth backed by an increased focus on eye health and new innovations

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/contact-lenses-and-solutions-in-mexico/report](http://www.euromonitor.com/contact-lenses-and-solutions-in-mexico/report).