



Contact Lenses and Solutions in Romania

June 2024

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Contact Lenses and Solutions in Romania - Category analysis

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2024 DEVELOPMENTS

Use of contact lenses still heavily concentrated among younger demographics
Daily disposable lenses remain by far the most popular type in Romania
Recommendations from eye health specialists continue to shape consumer choices

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Population ageing and rising image-consciousness set to remain key demand drivers
Innovation and educational campaigns will encourage wider use of contact lenses
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