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EUROMCONTACT
THE EUROPEAN ASSOCIATION OF THE
CONTACT LENS AND LENS CARE INDUSTRY

EuromContact market data report for 2023 highlights robust growth of the contact lens market

EuromContact, the European association representing the contact lens and lens care industry, is pleased to announce the publication of its latest annual report : "A Comparison of European Soft Contact Lens Markets in 2023." This comprehensive analysis offers valuable insights into the trends, growth, and dynamics of the contact lens market across 32 countries.

Key findings

- **The market value of soft contact lenses at industry to eye care professionals level grew by 5.2% in 2023 [1]**, with significant growth observed in some European markets (+16,2% in Belgium-Luxembourg; +11,7% in Sweden).
- **The lens care market grew by 1.3% [1]**, with a significant 4.8% increase in the 13 European countries covered by the report [2].
- In value, Daily Disposables (DD) account for 58.9% of the market, while weekly/bi-weekly and monthly (W/B-W&M) contact lenses represent 41.1%. Both segments saw robust growth rates of 4.8% and 5.6% respectively.
- Silicone Hydrogels maintained their stronghold in the Weekly/Bi-Weekly and Monthly segment, capturing 83.8% value share.

Seizing opportunities

With consumers increasingly gravitating towards contact lenses for their vision correction needs, practitioners have a unique opportunity to expand their services and cater to a growing segment of contact lens wearers. Practitioners can seize this positive momentum by exploring opportunities to enhance their contact lens offerings and play a pivotal role in meeting the evolving needs of contact lens wearers.

The full report is available on [EuromContact website](https://www.euromcontact.org).

[1] EuromContact collects data in 32 countries : UAE, Austria, Bulgaria, Croatia, Czech Republic, Egypt, Finland, Greece, Hungary, Israel, Kuwait, Poland, Portugal, Romania, Saudi Arabia, Turkey, Slovakia, Slovenia, South Africa + 13 countries below.

[2] : 13 countries assessed and reported : DK; SE; NO; NL; CH; UK-IE; IT; FR; BE-LU; ES; DE.

ABOUT EUROMCONTACT EUROMCONTACT is the voice of the European contact lens and lens care industry to the European Institutions, media, stakeholders and the public. EUROMCONTACT members include national associations of manufacturers from Belgium, Finland, Germany, Italy, Netherlands, Spain, Switzerland and the United Kingdom; the global companies Alcon, Bausch & Lomb, CooperVision, Johnson & Johnson Vision, Mark'ennovy, Menicon and Avizor; and the European Federation for the Contact Lens Industry EFCLIN.

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