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

Strong growth in contact lens market across EMEA in 2024

EuromContact releases annual market data report

EuromContact has published its annual syndicated market data report for 2024, revealing robust growth in the soft contact lens sector across the EMEA region. The report shows a **7.14% increase in market value at the industry-to-eye care professional (ECP) level**, underscoring both the resilience and ongoing demand for contact lenses.

Key findings from the 2024 report :

- The soft contact lens market grew by 7.14% in value across 32 surveyed countries.
- The lens care segment remained stable, with a slight decline of 0.4%.
- Daily disposables (DD) continue to dominate, comprising 59.9% of total market value, while weekly/bi-weekly and monthly (W/B-W&M) lenses represent 40.1%, a consistent distribution compared to 2023.
- Silicone Hydrogel remain the leading material :
 - Representing 83.1% of the value in the W/B-W&M segment
 - Holding a 60.9% share in the DD segment
- Contact lens penetration continues to show significant variation across European countries :
 - Sweden leads with 13.8% of people aged 15–64 wearing contact lenses, followed by the Netherlands (11.2%) and Denmark (11.1%)
 - Lower adoption rates were seen in Germany (4.5%), France (4.8%), and Spain (5.0%)

Scope and methodology

The 2024 dataset covers 32 countries across the EMEA region: BE-LU, DK, FR, DE, IT, NL, NO, ES, SE, CH, UK-IE, AE, AT, BG, HR, CZ, EG, FI, GR, HU, IL, KW, PL, PT, RO, SA, TR, SK, SI, and ZA.

Only soft contact lenses and lens care products are included in the scope. Results are expressed in value at industry level to ECPs. EuromContact member companies submit each quarter the numbers of lenses sold (units) and their market value (lenses and lens care products) at ex-manufacturers' prices (sum of the invoiced prices, which makes for the shipping or sell-in data, which are then anonymised and compiled by an independent third party).

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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