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

EMEA soft contact lens market reports 6% growth in 2025

The soft contact lens market across the EMEA region demonstrated **solid growth** in 2025, reaching a total value of €2.5 billion at industry level to eye care professionals, marking a 6% increase year-on-year.

Daily disposable (DD) lenses led this growth with a 6.2% increase, while the weekly/bi-weekly and monthly (W/B-W&M) segment expanded by 5.7%. DD lenses continue to dominate the market, accounting for 60.75% of total value, compared to 39.25% for W/B-W&M products.

Silicone hydrogel (SiHy) lenses continue to dominate the material mix across the region, particularly in the W/B-W&M segment where they represent 93.8% of market value, reaching as high as 96.4% in some markets. In the DD segment, SiHy adoption is still developing, currently accounting for 65.3% of value share, with certain markets achieving significantly higher penetration.

Meanwhile, the **lens care market remained broadly stable** at €181 million (-0.2%).

Across EMEA, **the share of the population wearing soft contact lenses shows positive developments**, with several countries showing notable growth. Sweden leads in Europe with 14.8% penetration (+4%), followed by Denmark (13.9%, +4.5%), the Netherlands (13.7%), Norway (11%), Switzerland (10.2%), and the UK & Ireland (9.6%) also maintain solid penetration levels.

Overall, the EMEA contact lens market continues to build on its positive growth trend, supported by broad-based performance across segments and consistent underlying demand.

Scope and methodology

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. The 2025 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. Results are expressed in value at industry level to ECPs.

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 Care, Mark'ennovy, Menicon and Avizor; and the European Federation for the Contact Lens Industry EFCLIN.

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