



**EUROMCONTACT
PRESS RELEASE
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EUROMCONTACT REPORT ON THE STATISTIC ON THE MARKET FOR 2019 IS NOW AVAILABLE

On 10th March 2020, EUROMCONTACT publishes the market data for 2019 for soft contact lens and lens care products. This is the 17th year report of EUROMCONTACT, based on compilation of quarterly statistics provided by contributing companies. In 2019, the contact lens market in 33 countries experienced an increase of 8.8% in comparison with 2018, reaching the value of € 1, 960 million. On a comparable basis (as not all countries had data in all segments in '18 and '19), the growth is 4.3%. For the European Union, Switzerland and Norway (EU+), the increase is 3.7% representing € 1, 695 million.

As in the previous year, the market of United-Kingdom and Ireland represents the largest market, representing € 355 m and a growth of 5.4% in comparison with 2018. The biggest growth was experienced in Russia, with 115.2% (7.1% on a comparable basis).

In 2019, the total market value split was 55.1% daily disposable (DD), 44.4% reusable (weekly/bi-weekly and monthly (W/B-W&M)) and 0.5% conventional soft lenses(CS). The DD segment continued to grow, with a growth of 13,7% (5.2% on a comparable basis); followed by W/B-W&M with a growth of 3,4%.

Sweden and Denmark are the countries where penetration of contact lenses is the highest with 14.7% of people wearing contact lenses, followed by Norway (11,1%). Across all these 33 markets there are 21.7 million wearers, a growth of +5.7% in 2019.

The contact lens products market represented a value of € 211 million in 2019.

About EUROMCONTACT

EUROMCONTACT is the voice of European contact lens and lens care industry to the European Institutions, media, stakeholders and the public. EUROMCONTACT is the European Federation of National Associations and International Companies of Contact Lens and Lens Care Manufacturers. EUROMCONTACT members include National Associations of Manufacturers, representing Belgium, Finland, Germany, Italy, Netherlands, Spain, Switzerland the United Kingdom; the global companies Alcon, Bausch & Lomb, CooperVision, Johnson & Johnson Vision, Mark'ennovy, Menicon and the European Federation for the Contact Lens Industry EFCLIN.

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