



**Euromonitor
International**

Contact Lenses and Solutions in Switzerland

June 2025

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2025 DEVELOPMENTS

Rising popularity of daily disposables amid continued cost sensitivity

Johnson & Johnson maintains leadership while private label and innovators gain ground

Myopia control benefits from insurance coverage and rising childhood prevalence

PROSPECTS AND OPPORTUNITIES

Stable growth expected, driven by screen exposure and ageing but limited by maturity

AI-driven diagnostic tools expected to support long-term innovation in eye care

Eco-friendly materials and packaging grow in appeal but face pricing hurdles

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