



Contact Lenses and Solutions in Switzerland

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

INDUSTRY PERFORMANCE

Premium Daily Disposables and Advanced Designs Lead Value Growth through Precise Personalisation

Tailored Vision Care and Innovation beyond Myopia Fuel Growth

Consumer Education and Myopia Management Initiatives Boost Long-Term Demand Potential

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Innovations in Personalised and Smart Lenses to Drive Steady Category Growth

Contact Lenses to Lead Growth, While Solutions Face Decline

Technological Advances and Personalised Care to Reshape Business Models and Consumer Trust

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership Amid Evolving Competition

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Optical Goods Stores Retain Dominance as Online Retail Surges Ahead

Online Retail Captures Growing Share with Convenience and Subscription Appeal

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Contact Lenses and Solutions

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Contact Lenses and Solutions

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Eyewear in Switzerland - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Contact Lenses and Solutions Drives Significant Volume Growth through Innovation

Bausch & Lomb Ag'S Multifocal Lens Exemplifies Tailored Vision Care, Meeting Active Needs

Moncler Integrates Sustainability and Luxury to Strengthen Brand Appeal

Chart 16 - Value Sales 2021-2031

Chart 17 - Volume Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Contact Lenses and Solutions to Lead Growth Amid Evolving Consumer Demands

Manufacturers to Innovate with Technology and Sustainability to Meet Evolving Expectations

Personalised Retail Experiences and Omnichannel Strategies Enhance Consumer Engagement

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Shares as Competition Intensifies among Niche Players

Innovative Designs and Private Label Expansion Drive Market Evolution and Growth Opportunities

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Optical Goods Stores Maintain Dominance as Apparel and Footwear Specialists and E-Commerce Grow

Multi-Channel Strategies and Fashion Focus Reshape Retail Competition

Retail E-Commerce Challenges Offline Dominance with Innovation and Convenience

Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Eyewear

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Eyewear

Chart 28 - Population 2021-2031

Chart 29 - Consumer Expenditure 2021-2031

Chart 30 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/contact-lenses-and-solutions-in-switzerland/report.