



Euromonitor
International

Contact Lenses and Solutions in Argentina

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Contact Lenses and Solutions Summary

INDUSTRY PERFORMANCE

Steady Growth Amid Economic Recovery Supports Market Expansion

Contact Lenses Lead Value While Contact Lens Solutions Drive Fast Growth

Optical Goods Stores Lead Fitting While Online Channels Disrupt Purchasing Behaviour

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Moderate Volume Growth with Strong Value Expansion Expected, Driven by Premiumisation

Contact Lenses to Remain Dominant While Solutions Lead Value Growth through Innovation

Education and Promotions to Become Crucial to Expanding User Base and Preventing Misuse

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Employ Specialist Training and Promotions to Sustain Positions

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead Sales Due to Its Role in the Initial Fitting and Professional Advice

Retail E-Commerce Gains Momentum with Marketplace and Store Websites Driving Growth

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 Argentina - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Retail Value Growth Contrasts with Declining Volume in Eyewear

Chart 16 - Online Channel Is Growing Both From Opticians and From Some Brands That Sell Directly

Spectacles Lead Sales While Contact Lenses Exhibit Promising Growth

Brands and Retailers Boost Online Sales and Sustainability with Influencer Support

Chart 17 - Greater Importance of More Eco-Friendly Products

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Government Policies and Economic Factors to Drive Demand Shifts and Pricing Dynamics

Spectacles to Maintain Lead While Contact Lenses and Solutions Lead Value Growth

Promotional Strategies and Flexible Payments to Enable Resilience Amid Economic Challenges

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Sustain Positions through Brand Recognition and Product Portfolios

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Optical Goods Stores Lead Sales through Its Role of Primary Eyewear Providers

Retail E-Commerce Reshapes Retail Landscape with Convenience and Wider Selection

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Eyewear

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Eyewear

Chart 30 - Population 2021-2031

Chart 31 - Consumer Expenditure 2021-2031

Chart 32 - 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-argentina/report.