



Contact Lenses and Solutions in India

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health awareness and convenience fuel rising contact lens adoption in India in 2025
Bausch & Lomb retains lead in contact lenses while Alcon and J&J step up competition
Omnichannel expansion is shaping contact lens retail in India in 2025

PROSPECTS AND OPPORTUNITIES

Contact lenses and solutions are poised to grow at a high single digit growth driven by health, convenience and lifestyle shifts
Coloured contact lenses are expected to register faster adoption amongst urban youth and Gen Z
Technological and material innovation is expected to drive premiumisation and wider adoption

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