

2017 MARKET OUTLOOK

Contact lens insights from Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson.

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wear in Europe, especially in presbyopes, for whom the need for excellent optics and comfortable wear come together.

In 2017, contact lenses that enhance comfort and visual performance will continue to be the driving forces behind lens wear. At Alcon, we plan to continue our focus on delivering innovative lenses which address the need for greater comfort. We see great potential for growth in contact lens

optometrist who can capitalize on finding a range of lenses to suit their patients.

Manufacturers will be required to meet this demand with multifocal lens ranges that offer the highest optical standards and predictable outcomes to give confidence to both the patient and practitioner alike. Additionally, they will have to continue to invest in research and development to offer new and innovative materials that exceed the patient's lifestyle demands, especially in this digital device-centric world in which we exist.

With the advent of new manufacturing technology, we expect to see strong growth in the toric lens modality.¹ The practitioner who can offer an astigmatic patient crisp, clear, and stable vision in a toric contact lens that remains comfortable throughout the day will have access to a market segment that will continue to evolve as patients' lifestyle demands increase.

We will also see that the contact lens practitioner will be required to evolve as new clinical technology and changes in the health care sector will put further demands on high-street practices. Through the fitting of specialty contact lenses and the management of myopia, keratoconus, and other ocular conditions, practitioners will be exposed to a greater range of patient interactions. They will need to look at continuous investment in their practice equipment, environment, and training as enhanced patient services are divested to the local optometric community.²

1. GfK Fit Data 2016.

2. Wannan O. Proof that enhanced services work. November 16, 2016. <https://www.aop.org.uk/ot/professional-support/health-services/2016/11/16/proof-that-enhanced-services-work>. Accessed November 29, 2016.



convenience they have received from their single-vision lenses, but now in a lens that will meet both their visual and lifestyle needs. This will become a potent area of growth¹ for the

This coming year, we expect to see the market trend continuing to embrace the wider requirements of the modern contact lens wearer. This includes the generation X contact lens wearer, who now makes up the new generation of presbyopes. These individuals demand the vision, comfort, and





The year 2017 is set to be an exciting time for the contact lens category. Continued growth is projected, as new wearers continue to be attracted to the benefits of contact lenses. The growth will be due, in part, to genuine innovation in the category that is meeting the demands of today's wearer. In particular, there

are two areas that are fantastic opportunities for eye care professionals to provide even greater benefits for their patients.

The first is the move to silicone hydrogel materials in the daily disposable segment. This trend has been gaining momentum over the past few years, and, with longer wearing times and well over half of daily disposable patients wearing their lenses full time, the need for silicone hydrogel material—which offers significantly greater oxygen transmissibility than hydrogel materials—has never been more important. We expect to see even greater offerings in the daily disposable silicone hydrogel segment, which means more patients at all levels of affordability can enjoy the benefits.

The second key trend is the move to products that meet changing lifestyle needs—specifically, the almost universal transition to a digitally led life. Recent research has shown that more than 90% of adults use digital devices in excess of 2 hours per day. In fact, more than half of all millennials use digital devices in excess of 9 hours per day. This seismic shift in patient behavior brings new requirements for the contact lens category. Greater accommodative burden due to the continuous re-focus from on-screen to off-screen can lead to tiredness, dryness, and redness. Manufacturers are now addressing the need, and, as more patients present with

symptoms of digital eye fatigue, these products will be key to delivering the best possible patient experience.



Never before have eye care professionals and patients had more choice when it comes to vision correction, and the future of vision care innovation shows no signs of slowing. In the past 2 years, Johnson & Johnson Vision Care has introduced several new contact lens products, each addressing different

unmet patient needs and different lifestyles, and our innovation engine will continue to deliver.

In addition to expanding our portfolio of Acuvue Brand contact lenses for patients with a variety of vision-correction needs and lifestyles, we are also focused on transformational technologies that go beyond traditional vision correction and address broader elements of eye health. Innovating to address unmet patient needs is at the center of our research and development efforts, and we anticipate several exciting new technologies entering the marketplace in the next several years.

Our team is working on technologies that enable delivery of medication to the eye through a contact lens, offer adaptive technology for changing internal and external environments, provide completely customized correction and fit, and utilize smart device technology for presbyopic patients. Through Eye-Inspired Design, driven by rich insights from professionals about patient care needs, we will continue to develop clinically differentiated product technology and tailored support for patients and professionals. ■

