

Competition in the Contact Lens Marketplace

HIGH LEVEL OF CONSUMER CHOICE AND SATISFACTION

Today's contact lens marketplace is rich with competition at the manufacturer, prescriber, and retailer levels. As a result, eye care professionals have better options when prescribing lenses to suit their patient's ocular needs, and consumers have more choices when deciding where to have their eyes examined and where to purchase contact lenses. The result – according to a recent consumer survey¹ – is not only **high satisfaction with the lens technological advancements offered today (83%), but overwhelming support for the current options for purchasing lenses (96%).**

HIGH CONSUMER SATISFACTION

Contact lens wearers are satisfied with the quality of lenses available and rely on their eye care professional to find the best fit.



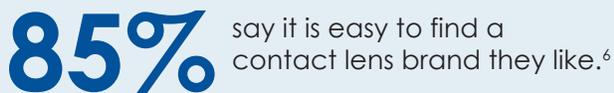
MANY RETAIL OPTIONS

Consumers have a variety of choices of where to buy their lenses.



CHOICE IN LENSES

Today's market offers more than 160 different brands of contact lenses, giving consumers and eye care professionals access to a greater variety of contact lens brands. Competition among the contact lens manufacturers benefits consumers wholly because it drives manufacturers to bring meaningful, innovative, and advanced contact lenses to the market.



^{1,2,3,4,5,6} From July 27 – August 16, 2015, APCO Insight conducted a telephone survey among adult contact lens consumers 18 years and older on behalf of Johnson & Johnson Vision Care, Inc. A total of 867 decision-makers who have purchased contacts in the last year participated in the survey. Data have been weighted according to a 2014 Gallup Study of the U.S. Consumer Contact Lens Market to reflect representation on key demographic measures.