

Eye Care in Poland

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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Report description:

Polish consumers are increasingly suffering from poor eyesight condition, and this has been made worse by the time of the pandemic. Already over half of adults have a diagnosed sight defect or eye disease, and most suffer from myopia. This has been further compounded by COVID-19 and lifestyle changes, as working and teaching remotely meant months of constantly staring at a computer screen, for many hours a day. Additionally, with fewer entertainment options during the times of lockdown and socia...

Euromonitor International's Eye Care in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Eye Care, Standard Eye Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Eye Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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EYE CARE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic has adversely affected the already-poor quality of sight of Polish consumers

Allergy eye care products rebound in line with a return to out-of-home activities

Private labels go from strength to strength, thanks to offering quality at lower prices

PROSPECTS AND OPPORTUNITIES

Eye care sees good prospects for development, due to ongoing eye health issues among consumers

Dietary supplements and vitamins very popular, as consumers seek natural remedies to help with their ailments

Sales remain driven by brick-and-mortar stores, due to immediacy of need and access to pharmacist's advice

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