

## Eye Care in Brazil

Market Direction | 2022-10-07 | 27 pages | Euromonitor

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### Report description:

Social isolation has changed the routines of many people, who spend more hours a day in front of electronic screens, given the need to continue studying, working and having fun. This excessive exposure can have consequences for the health of the eyes and cause symptoms such as eye dryness, eye strain, redness of the eyes, burning, itching, the feeling of a foreign body or sand in the eyes, and blurring of vision. Data from the Brazilian Society of Ophthalmology confirm that 90% of technology use...

Euromonitor International's Eye Care in Brazil 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 BRAZIL

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

More time on screens causes eye strain and thus greater demand for eye care

Multinationals lead a very concentrated category

The new habit of vitamin consumption by Brazilians demonstrates preventative care

#### PROSPECTS AND OPPORTUNITIES

Little access by low-income consumers to ophthalmologists, which limits further expansion

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