

## **Eye Care in the Philippines**

Market Direction | 2022-10-07 | 21 pages | Euromonitor

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### **Report description:**

Demand for standard eye care remains high in 2022 as sales continue to climb. The main reason for the increasing popularity of standard eye care products is the dramatic increase that has been seen in the amount of time that Philippine consumers are spending front of digital screens since the onset of the COVID-19 pandemic. The strict approach taken to the principles of social distancing and home seclusion during the pandemic has led to a complete change in lifestyles for many Filipinos. Many pe...

Euromonitor International's Eye Care in Philippines 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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New brands benefit from greater focus on eye care products as digital screens take their toll on eye health

Shift from remedial action to preventative action becomes more visible in products' positioning

#### PROSPECTS AND OPPORTUNITIES

Work-from-home trends to support sales in eye care, while medical, governmental and industry efforts continue to inform

Pre-emptive products to see more investment over the forecast period

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