

Eye Care in the Netherlands

Market Direction | 2022-10-10 | 20 pages | Euromonitor

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Report description:

Eye care is seeing healthy growth in current value terms in 2022, but a modest decline in volume terms. After strong growth at the start of the pandemic the category is slowing down having been an upward trajectory prior to the outbreak of COVID-19. While overall retail volume sales are set to decline, allergy eye care is still set to see growth in retail volume terms in 2022 as restrictions are lifted and consumers are more exposed to allergens. However, the more mature area of standard eye car...

Euromonitor International's Eye Care in Netherlands 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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Mixed results seen in eye care as the easing of restrictions influences demand in different ways

Allergy eye care becoming more mainstream but obstacles to growth remain

A Vogel leads with wide range of eye care products

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A Vogel focusing on educating consumers to stay ahead of the competition

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