

## **Eye Care in South Africa**

Market Direction | 2022-12-07 | 21 pages | Euromonitor

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### **Report description:**

Many South Africans are now spending greater time online due to increasing digitalisation in the country. Habits formed during the pandemic persist, whereby consumers are spending more time indoors but also using their technological devices more frequently, for leisure, shopping or work. As a result, this is placing strain on their eyes and to alleviate symptoms of dry and tired eyes, consumers are seeking help through the use of eye care products. However, this is a small segment of consumers w...

Euromonitor International's Eye Care in South Africa 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 SOUTH AFRICA

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Prolonged exposure to digital screens drives demand for standard eye care

Allergy care outperforms standard options

Stronger growth limited by unequal access to ophthalmologists, with eye care in general not seen as a priority

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Little change to the competitive landscape expected

Price sensitivity to continue influencing purchasing decisions

Omnichannel approach likely to improve brand visibility

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