

Eye Care in Australia

Market Direction | 2022-11-15 | 25 pages | Euromonitor

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Report description:

The ongoing rise in digital screen time through the use of smartphones, tablets and laptops for both work and for leisure purposes is leading to rising health conditions such as inflamed and dry eyes. Optometry Australia revealed that 97% of Australians are experiencing at least one eye-related issue, with 42% of respondents experiencing increased screen time over the past 12 months, while 52% stated that they spend from four to eight hours on their screens daily. Almost one third (31%) said the...

Euromonitor International's Eye Care in Australia 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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EYE CARE IN AUSTRALIA

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Ongoing use of digital devices positively drives demand for eye care

Demand for allergy eye care continues to rise as consumers spend greater time outdoors

Eye care remains consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Climate change impacts allergens and allergic diseases, lifting demand for allergy eye care

Players expected to offer specific value to consumers through technology and social media

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