

Eye Care in Germany

Market Direction | 2023-01-10 | 23 pages | Euromonitor

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Report description:

Standard eye care remains the stronger performer in both retail value and volume growth terms within German eye care in 2022, due to long hours spent in front of digital devices. The explosion of remote working during the pandemic led to consumers spending even greater time on smartphones, tablets and computers. Equally, the lockdowns led to them spending longer in front of televisions or streaming online content for entertainment. As such, some Germans have developed a greater need for eye care...

Euromonitor International's Eye Care in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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