

## **Eye Care in the US**

Market Direction | 2022-10-07 | 26 pages | Euromonitor

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### **Report description:**

With current value sales set to see slowing growth in 2022, and volume sales expected to decline slightly, players have been looking at ways to maintain their growth. One way of doing this has been for brands to attract younger consumers by speaking their language, and relying on celebrity endorsements. For instance, actor Kate Walsh has fronted a campaign with Systane from Alcon Laboratories to raise awareness of the symptoms of dry eye, using her personal experiences to connect with consumers.

Euromonitor International's Eye Care in USA 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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