

## **Eye Care in Argentina**

Market Direction | 2023-09-21 | 20 pages | Euromonitor

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### **Report description:**

With consumers spending more time in front of screens, whether as a result of home working or e-learning, retail sales of eye care products continued to see healthy growth in constant value terms in 2023. The COVID-19 pandemic led to an increased use of digital devices for work and recreation and these habits persisted, even with the immediate threat of the virus having begun to wane. Furthermore, consumers used e-commerce and social media more often, leading to a further increase in screen...

Euromonitor International's Eye Care in Argentina 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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EYE CARE IN ARGENTINA

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Pharmadorf SA dominates eye care with Irix brand

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