

Eye Care in Denmark

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

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Report description:

Eye care is expected to register an increase in both current value and volume sales in 2023, partly as a result of rising inflation due to the ongoing war in Ukraine, which is driving up retail prices. In addition, local consumers spend more time outside and travelling in the summer months, and they are exposed to greater numbers of allergens. This is boosting sales of allergy eye care in particular.

Euromonitor International's Eye Care in Denmark 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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Fierce competition eats away at profit margins

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