

Eye Care in Greece

Market Direction | 2023-09-21 | 23 pages | Euromonitor

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Report description:

Unlike most other OTC categories, in which marketing activities targeted not only the pharmaceuticals community, but also consumers, this was not previously the case in eye care. Companies would reach out to doctors and to chemists/pharmacists in order to promote their products. This, however, is starting to change and key players are introducing activities that are targeted at consumers, too. This is having a positive impact upon category sales, as these activities are contributing to increasin...

Euromonitor International's Eye Care in Greece 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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