

## Eye Care in Italy

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

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### Report description:

Standard eye care is set to continue benefiting from the increasing amount of time consumers are spending in front of digital screens. Sales are expected to deliver steady growth in current value terms in 2023, with this being boosted by unit price increases linked to manufacturers applying revising their price lists in response to higher production costs. Despite the return to relative normality in Italy now that the pandemic is over, consumers are still spending an increasing amount of time on...

Euromonitor International's Eye Care in Italy 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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More time spent in front of digital screen benefits sales of standard eye care

Standard eye care sees new product launches in 2023

Sales of allergy eye care suffer from the impact of the bad weather on seasonal allergies

#### PROSPECTS AND OPPORTUNITIES

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