

## **Eye Care in the US**

Market Direction | 2023-09-21 | 28 pages | Euromonitor

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### **Report description:**

In 2023, standard eye care is set to outperform allergy eye care, due to the year-round use of such products, as well as consumers' growing concern about issues such as dry eye and digital eye strain. Although price increases from eye care players continue to stretch consumers' wallets in 2023, the essential nature of and growing demand for standard eye care products have aided in keeping volume growth positive. With 40% of US respondents expressing that they suffer from dry eye issues (Euromoni...

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 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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