

Eye Care in Indonesia

Market Direction | 2023-09-28 | 20 pages | Euromonitor

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Report description:

In 2023, eye care is expected to maintain healthy retail volume and current value growth, although the rates of increase are set to be slower than in the previous year. Eye care products are considered a necessity, since eye health is considered crucial by consumers. Eye care products are required to soothe the eyes and alleviate discomfort, with the prevalence of dry eyes high in Indonesia, and the risk higher amongst the elderly. The causes vary, ranging from staring at a smartphone screen or...

Euromonitor International's Eye Care in Indonesia 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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Dry eye, product innovation, and consumer engagement drive growth

Poor air quality also leads to greater uptake of eye care products

Second-placed Insto brand connects well with consumers

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