

Eye Care in Hungary

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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Report description:

With high inflation continuing to drive up unit prices and weaken purchasing power among Hungarians, eye care is set to see total volume sales contract for a second consecutive year in 2023. However, the rate of decline should be slower than that recorded in 2022, as various lifestyle, demographic and environmental factors have helped to bolster demand. Most notably, as people spend increasing amounts of time staring at the screens of smartphones and computers, they are more likely to regularly...

Euromonitor International's Eye Care in Hungary 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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Lifestyle, demographic and environmental factors help to lift overall demand

Standard eye care remains the largest and best performing category

Johnson & Johnson still the outright leader in eye care

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Interest in products made with natural ingredients set to continue rising

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