

Eye Care in South Korea

Market Direction | 2023-10-05 | 27 pages | Euromonitor

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Report description:

Demand for standard eye care, the largest category in overall OTC eye care in South Korea, continues to improve in 2023, in line with heightened exposure to digital screens in everyday life, and a return to out-of-home activities, including the prolonged wearing of contact lenses due to image-conscious consumers.

Euromonitor International's Eye Care in South Korea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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EYE CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard eye care dominates demand, supported by rising digital screen use and younger consumers wearing contact lenses

Dynamic allergy eye care remains a niche due to Rx preference

Eye care remains dominated by imports

PROSPECTS AND OPPORTUNITIES

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