

## **Eye Care in Turkey**

Market Direction | 2023-10-04 | 21 pages | Euromonitor

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### **Report description:**

The greater use of technological devices for a variety of work, communication, study and entertainment purposes during the Coronavirus (COVID-19) lockdown increased the risk of various eye problems, thereby stimulating a spike in retail volume sales of eye care products. However, as society reopened with the lifting of COVID-19 restrictions, consumers increasingly sought medical help from a doctor with regard to eye health, instead of experimenting with self-medication. Furthermore, in line with...

Euromonitor International's Eye Care in Turkey 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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EYE CARE IN TURKEY

KEY DATA FINDINGS

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Rx products and healthier lifestyles undermine OTC eye care

No switches limit growth potential

Bausch & Lomb Saglik Optik Urunleri dominates the landscape

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