

Eye Care in India

Market Direction | 2023-11-10 | 23 pages | Euromonitor

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Report description:

Eye-related issues, such as dry eyes, are predominantly prevalent in urban areas, due to the harsh environmental conditions and prolonged digital exposure. According to Euromonitor's Economies and Consumers data, only 36% of the population in India is urban, which is far lower than the 51% of consumers in Asia Pacific overall. In rural areas, consumers often rely on traditional home-made remedies for their eye care needs, and may have limited awareness of modern eye care solutions. This lack of...

Euromonitor International's Eye Care in India 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 INDIA

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Rising incidences of dry eyes drive moderate growth for eye care

Increasing digital entertainment options drive the need for eye care solutions

Major players are focusing on formats tailored for modern lifestyles

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