

Eye Care in Taiwan

Market Direction | 2023-10-30 | 22 pages | Euromonitor

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Report description:

Eye care is poised to register a modestly improved performance in volume growth terms in 2023. It continues to benefit from the fact that the incidence of digital eye strain is on the rise in Taiwan due to the increasing amount of time people spend staring at the screens of smartphones and computers. Additionally, because excessive screen time can heighten the risk and accelerate the progression of refractive errors, most notably myopia, more consumers are now regularly using eye care products t...

Euromonitor International's Eye Care in Taiwan 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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Consumers show growing interest in products with a natural positioning

Japanese brands Rohto and Santen continue to lead but see their value shares fall

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