

Eye Care in Switzerland

Market Direction | 2023-11-27 | 23 pages | Euromonitor

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Report description:

Eye care is witnessing very marginal volume decline in 2023, although current value growth remains positive. Category sales are underpinned by standard eye care, which remains the largest subcategory as consumers spend more time in front of the screen. With outdoor activities and busier lifestyles also common in Switzerland, allergies are on the rise as people are exposed to increasingly higher levels of air pollution and pollen.

Euromonitor International's Eye Care in Switzerland 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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Allergies and screen time supports sales of eye care

Prevalence of allergies fuels sales of allergy eye care

Thea Pharma SA maintains its overall lead as Collypan from Verfora becomes top brand

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