

## **Eye Care in Germany**

Market Direction | 2023-12-14 | 23 pages | Euromonitor

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### **Report description:**

Over the review period, eye care continued to benefit from the growing demand for products that can soothe eye fatigue, which is mainly resulting from extended exposure to digital devices, mainly computers, smartphones, TVs and tablets. Sales continued to deliver steady growth in current value terms in 2023, with this being boosted by unit price increases linked to manufacturers applying revisions to their price lists in response to higher production costs.

Euromonitor International's Eye Care in Germany 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.

### **Table of Contents:**

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List Of Contents And Tables

EYE CARE IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Eye care sales supported by consumers' digital activities

Allergy eye care remains strong in 2023

PROSPECTS AND OPPORTUNITIES

Positive outlook for eye care

More hygienic solutions supported by pack sizes and formats

Eye health supplements could shake up the OTC eye care category

CATEGORY DATA

Table 1 Sales of Eye Care by Category: Value 2018-2023

Table 2 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Eye Care: % Value 2019-2023

Table 4 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 5 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 6 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN GERMANY

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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Summary 1 OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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