

Eye Care in Nigeria

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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Report description:

Overcrowding and poor hygiene standards in certain areas of the country have increased the prevalence of cataracts, glaucoma and trachoma, a potentially blinding eye disease caused by bacterial infection. This has led to an increase in demand for OTC eye care products. Trachoma is a common disease, and without proper treatment, it can lead to severe eye problems later in life. Consequently, OTC eye care products are relied upon to prevent disease.

Euromonitor International's Eye Care in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Local players lead eye care, benefiting from a wide distribution network

Urban consumers attend regular eye exams and safeguard against UV rays

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