

Eye Care in Thailand

Market Direction | 2024-01-25 | 22 pages | Euromonitor

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Report description:

The eye care market in Thailand experienced significant growth in current value terms in 2023, driven by various factors. One key contributor was a heightened awareness among consumers about the importance of maintaining good eye health, thanks to the influence of social media platforms, which played a crucial role in raising awareness of eye diseases and conditions.

Euromonitor International's Eye Care in Thailand 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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EYE CARE IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of office routines and ageing population sustain growth momentum for eye care products

Air pollution crisis in Thailand leads to growing incidence of eye-related health issues

Local brands continue to dominate sales, although international players have a growing presence

PROSPECTS AND OPPORTUNITIES

New product development and social media marketing will be key to players gaining a competitive edge

Bricks-and-mortar stores will remain key channel for impulse purchases

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