

## **Eye Care in Italy**

Market Direction | 2024-09-18 | 23 pages | Euromonitor

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### **Report description:**

Eye care is set to see retail value sales grow in current terms in Italy in 2024. The category continues to perform well, driven in particular by the standard eye care category. Artificial tears have become increasingly popular in recent years and continue to show market stability, confirming themselves as a key eye care product. However, the early arrival of the warm season meant that the allergy eye care category started to see significant sales somewhat earlier than in the previous year. This...

Euromonitor International's Eye Care in Italy 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 ITALY

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Contact lens surge drives demand for eye hygiene and moisture products

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