

## Eye Care in Greece

Market Direction | 2024-09-23 | 21 pages | Euromonitor

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### Report description:

A notable trend towards premium products in eye care in Greece is, along with inflation and post-OTC price liberation, driving retail current value growth. Retail current value growth is increasing at a faster rate than retail volume growth amid inflation and price hikes. In addition, the introduction of more added-value products exert upward pressure on the average unit price. Despite strong pressure on disposable incomes, consumers are willing to trade-up, prompting companies to invest increas...

Euromonitor International's Eye Care in Greece 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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### Table of Contents:

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List Of Contents And Tables

EYE CARE IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium products spur retail value growth

Demographic and digital trends foster retail volume growth

Marketing shifts towards consumer-orientated activities

PROSPECTS AND OPPORTUNITIES

Players to target consumers directly as the category retains room for growth

Premiumisation to help drive retail value growth

Saharan dust to remain a key growth driver

CATEGORY DATA

Table 1 Sales of Eye Care by Category: Value 2019-2024

Table 2 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Eye Care: % Value 2020-2024

Table 4 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 5 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 6 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN GREECE

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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SOURCES  
Summary 1 Research Sources

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