

Eye Care in South Korea

Market Direction | 2024-09-27 | 26 pages | Euromonitor

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Report description:

In South Korea, eye care products are sold at pharmacies, often displayed near the checkout counter. Typically, confectionery-related consumer health items targeted towards children, such as vitamin gummies and jellies, are placed near the counter, and eye care products are frequently found amongst them. While eye care products are used for specific symptoms, they are also commonly purchased for general eye health, leading to impulsive buying habits. Especially when new products are launched, cl...

Euromonitor International's Eye Care in South Korea 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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