

Eye Care in Nigeria

Market Direction | 2024-10-08 | 23 pages | Euromonitor

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Report description:

In light of ongoing economic challenges and steep price increases, volume demand for eye care is expected to decline sharply in 2024, continuing the trend of the previous year. Consumers in Nigeria are highly sensitive to the pricing of eye care products, with these products being unaffordable for many. In addition, public awareness of eye care remains low in Nigeria with most consumers considering these products to be non-essential. At the same time, the established practice of using traditional...

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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Urban consumers exhibit greater understanding of eye health

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