

Eye Care in Romania

Market Direction | 2024-10-18 | 19 pages | Euromonitor

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Report description:

The eye care market in Romania continues to register a positive performance, largely driven by the standard care segment. The rise in retail value sales is primarily due to higher average unit prices, reflecting consumers' growing willingness to invest in their eye health. This market resilience is further reinforced by an increasing number of individuals facing eye health issues, a trend accelerated by a rise in screen usage across all generations. As more people spend extended hours in front of...

Euromonitor International's Eye Care in Romania 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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