

Turkey Eye Care Market, By Product (Contact Lens, Intraocular Lens, Ocular Health Products, Others), By Distribution Channel (Over-The-Counter (OTC) Products, Prescribed (Rx) Products), By End User (Hospitals & Clinics, Retail Stores, Online Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-05-16 | 85 pages | TechSci Research

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Report description:

Market Overview

The Turkey Eye Care Market was valued at USD 1.52 Billion in 2024 and is projected to reach USD 1.69 Billion by 2030, growing at a CAGR of 1.75% during the forecast period. As a dynamic segment of the Turkish healthcare system, the eye care market is expanding steadily due to increasing consumer awareness, technological innovations, and a growing demand for comprehensive vision care. This market includes a broad spectrum of offerings, ranging from vision correction tools and surgical procedures to diagnostic devices and nutritional supplements supporting eye health. Urbanization, rising disposable income, and a higher prevalence of visual disorders are contributing to the sector's growth. While regional disparities and reliance on imported equipment present challenges, opportunities continue to emerge across retail, digital health, and personalized care. Companies leveraging teleophthalmology, integrated digital solutions, and tailored patient services are increasingly well-positioned to capture market share in this evolving landscape.

Key Market Drivers

Rising Prevalence of Eye Disorders

An increasing number of individuals in Turkey are experiencing visual impairments, with approximately 1.4% of the population-around 1,039,000 people-affected. This expanding patient base is fueling demand across all segments of the eye care sector, including diagnostics, therapeutic treatments, surgeries, and vision correction products. Conditions such as glaucoma, dry eye syndrome, and refractive errors are becoming more prevalent, particularly in urban populations exposed to digital screens and environmental pollutants. As a result, pharmaceutical companies are seeing growing demand for both prescription and over-the-counter products. This includes lubricating eye drops, ocular supplements, and chronic care medications. The need for

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long-term treatments also promotes sustained collaboration between hospitals, pharmacies, and manufacturers, reinforcing growth in therapeutic categories and driving innovation in formulation and distribution strategies.

Key Market Challenges

Uneven Access to Eye Care Services Across Regions

Despite advancements in urban centers, many rural and underserved areas across Turkey face substantial barriers to adequate eye care services. Contributing factors include a shortage of ophthalmologists and optometrists, underdeveloped infrastructure, and limited access to diagnostic equipment. Additionally, awareness about preventive eye care remains low in these regions. This lack of accessibility delays treatment, often resulting in advanced-stage diagnoses and more complex care needs. Consequently, national market growth is uneven, with urban areas driving the bulk of demand while rural segments remain underpenetrated. Eye care companies face challenges in expanding operations beyond metropolitan zones due to logistical and resource constraints, and initiatives like mobile clinics and teleophthalmology are still emerging and limited in scale.

Key Market Trends

Digital Health Integration and the Rise of Teleophthalmology

A notable trend in the Turkey Eye Care Market is the increasing adoption of digital health tools, especially teleophthalmology, as a means to expand access and streamline care delivery. Spurred by broader digital transformation in healthcare, including platforms like the national e-Nabız system, teleophthalmology is enabling virtual consultations, remote diagnostics, and follow-up services. These innovations are reducing the burden on physical clinics and enhancing patient reach across semi-urban regions. Cloud-based imaging systems, digital vision tests, and virtual prescription services are gaining popularity. Health-tech startups and established providers are investing in AI-driven tools that support early diagnosis and personalized care. This digital shift enhances operational efficiency, improves patient convenience, and expands the scope of services available to a geographically diverse population.

Key Market Players

- Tech Contactlens San. Ve Tic. Ltd. Sti
- Diafarma Pharmaceuticals and Medical Products
- Alcon Laboratories Trade. AS
- Diplomat Optics
- Hoya Turkiye
- Bausch + Lomb Saglık ve Optik Urunleri Tic. A.S
- Johnson & Johnson Turkiye
- ZEISS Turkiye
- STAAR Surgical Company
- Keralens

Report Scope:

In this report, the Turkey Eye Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Turkey Eye Care Market, By Product:

- o Contact Lens
- o Intraocular Lens
- o Ocular Health Products
- o Others

- Turkey Eye Care Market, By Distribution Channel:

- o Over-The-Counter (OTC) Products
- o Prescribed (Rx) Products

- Turkey Eye Care Market, By End User:

- o Hospitals & Clinics
- o Retail Stores
- o Online Stores

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- o Others

- Turkey Eye Care Market, By Region:

- o Marmara Region

- o Central Anatolia

- o Eastern Anatolia Region

- o South-Eastern Anatolia Region

- o Aegean Region

- o Mediterranean Region

- o Black Sea Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Turkey Eye Care Market.

Available Customizations:

Turkey Eye Care market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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