

Contact Lenses and Solutions in Turkey

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Abstracts

In 2023, contact lenses will continue to see strong retail value growth, boosted by rising price points, while retail volume growth rates remain positive as consumers resume a higher level of use following the pandemic. During the lockdown periods of 2020, usage had significantly reduced due to a lack of interest in maintaining a spectacle-free aesthetic (due to having fewer occasions to socialise) and the increased amount of time spent staring at a screen. Since lockdown restrictions have eased...

Euromonitor International's Contact Lenses and Solutions in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Contact Lens Solutions, Contact Lenses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Contact Lenses and Solutions 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Brands seek to educate consumers on the perils of dangerous counterfeits via e-commerce channels

Major oral care players are eschewing traditional specialist retailers and opting for mass grocery channels

PROSPECTS AND OPPORTUNITIES

Public service announcements will help mass sun care gain visibility as a healthcare need amongst non-target consumers

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