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Eye Care - Turkey

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Abstracts

Sales of eye care reached TL91 million in 2009, up 2% due to the increasing rate of eye problems. Pollution, longer work hours in front of computers, and increasing usage of contact lenses positively affected the growth of eye care in Turkey. The price of contact lenses lowered due to competition. However, these cheaper products made eyes more prone to infections often caused by pollution. These factors boosted usage of eye care products at the end of the review period.

Euromonitor International's Eye Care Products 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 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Allergy Eye Care, Antibiotic 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 Consumer Health industry;

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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Euromonitor International has over 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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