

Eye Care in Hong Kong, China

<https://marketpublishers.com/r/F209E91745AEN.html>

Date: February 2024

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: F209E91745AEN

Abstracts

In Hong Kong, the increased frequency and time spent using 3C products, (in particular, computers, smartphones and tablets) among people of all generations has led to a growing need for effective eye care solutions. As individuals spend more time engaged in digital activities, they are becoming more aware of the strain it puts on their eyes. This has created a significant market for eye care supplements and OTC eye drops, with demand rising in 2023.

Euromonitor International's Eye Care in Hong Kong, China 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.

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.

Contents

Eye Care in Hong Kong, China
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

EYE CARE IN HONG KONG, CHINA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Digital eye strains support sustained demand for eye care products in 2023
Rohto maintains leadership of standard eye care
Players expand into eye care supplements

PROSPECTS AND OPPORTUNITIES

Stable growth forecast with sales supported by digital eye strain
New product development to focus on tailored formulation for young children
Eye drops prove increasingly popular with contact lens wearers

CATEGORY DATA

Table 1 Sales of Eye Care by Category: Value 2018-2023
Table 2 Sales of Eye Care by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Eye Care: % Value 2019-2023
Table 4 LBN Brand Shares of Eye Care: % Value 2020-2023
Table 5 Forecast Sales of Eye Care by Category: Value 2023-2028
Table 6 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value
2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Eye Care in Hong Kong, China

Product link: <https://marketpublishers.com/r/F209E91745AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F209E91745AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970