

Trends and Developments in the Global Eye Care Market

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Date: October 2014

Pages: 59

Price: US\$ 2,000.00 (Single User License)

ID: T391A543BFFEN

Abstracts

Although the global market for eye health (comprising OTC eye care and eye health supplements) is vastly outsized by mainstream industry categories such as analgesics or multivitamins, the global market is worth nearly US\$5 billion and grew by a healthy 15% from 2008 to 2013. Looking forward, a confluence of demographic, lifestyle and epidemiological factors should benefit the categories by driving eye health further to the forefront of consumer interest.

Euromonitor International's Trends and Developments in the Global Eye Care Market global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

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 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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October 2014

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