

Turkey Eye Care Market By Product Type (Eyeglasses, Contact Lens, Intraocular Lens, Eye Drops, Eye Vitamins, Others), By Coating (Anti-Glare, UV, Others), By Lens Material (Normal Glass, Polycarbonate, Trivex, Others), By Distribution Channel (Retail Stores, E-Commerce, Clinics, Hospitals), By Region, Competition, Forecast & Opportunities, 2018-2028F

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Abstracts

Turkey Eye Care Market is anticipated to witness growth at a steady CAGR in the forecast period, 2024-2028. This can be ascribed to the rising prevalence of eye problems and growing vision impairment among the population, thus bolstering the demand from the eye care market in the country. The growing geriatric population also accounts for the increased demand for eye care products due to their age-related vision impairment issues and thus propelling the market growth in the forecast period. The growing advancement in eye care technologies is enhancing the eye care market and is adding to support the Eyecare market demand in the forecast period.

Growing Prevalence of Eye Diseases

The growing prevalence of most common eye diseases, such as cataracts, refractive errors, glaucoma, diabetic retinopathy, macular degeneration, etc., is creating a huge demand for the Turkey eye care market and anticipated bolstering the market growth in the forecast period. According to a study Izmir eye study published by Baskent University, in 2018, In Turkey, for those aged 18–50 years, retinal dystrophies (37%), congenital eye anomalies (14%), and myopic degenerations (13%) were the major common cases. Among those aged 50+ years, age-related macular degeneration (21%) was the major cause, and diabetic retinopathy (17%), corneal opacities (14%), cataracts

(12%), and glaucoma (9%) were also significant among the population. Additionally, the rise in eye problems such as eye weakness, cataracts, and other ocular conditions can be observed frequently among the geriatric population and is creating a huge demand for contact lenses to improve eye vision and treat conditions such as cataracts.

Increased Digitalization and Changing Lifestyle

The rapid advancement in technology and increasing digitalization have led to an increase in the development of vision impairment conditions. The growing prevalence of several ocular diseases and increasing screen time among kids and adults during studies, entertainment, or work, related activities is driving the Eye Care Market Growth. The occurrence of the Covid-19 pandemic has led to an increase in sales of eye care products, as users were spending the most time on their smartphones, laptops, tablets, etc., both for work and recreation. As a result, they suffer from refractive vision impairment and dry eye symptoms, thereby leading to an increased demand for eye care products. Growing usage of smartphones and increased eye exposure to digital technology for longer durations is anticipated to bolster the market growth in the forecast period.

Awareness Towards Eye Health & Hygiene

Increased awareness about the conditions caused by the over and increased usage of technological devices among people is creating a rise in demand for the eye care products such as eyeglasses. In recent times, people in the country, being business professionals or working employees, kids, and old age people, prefer the usage of eyeglasses to protect their eyes from getting weak during the usage of their devices. Additionally, people are aware of the availability of eye products, such as dry eye solutions, eye vitamins, and supplements, in the market. Moreover, the dry eye solutions are specifically formulated solutions that are prepared to moisturize the eye and provide long-lasting hydration to maintain or restore eye moisture in cases of eye irritation, dryness, or in the conditions of any eye allergies, thereby creating a huge demand in the eye care market in the country and at the same time, it is anticipated to propel the market growth in the forecast period. For instance, a leading global company, Alcon, is manufacturing a series of dry eye relief eye care under the name 'Systane' and anocular allergy relief eye care under the series named 'Pataday.'

Developed Healthcare Medical Tourism Infrastructure

Turkey has an excellent health infrastructure and cost-efficient availability of medical treatments and services, which provides the best medical tourism to people across the globe. The country being a central location is only 2-3 hours away from major cities in Europe and the Middle East. The country thus provides excellent scope for eye surgeries, contact lens applications after surgery, and other eye operations, thereby serving people across the world. Annually, more than 500,000 medical tourists from countries choose to get treatments and different medical services in Turkey. For instance, the increased medical tourism regarding eye surgeries leads to the rise in demand for eye care products after and during the surgeries, and other vision impairment eye treatments are bolstering the market growth and are anticipated to propel the market in the forecast period.

Recent Developments

In 2022, Alcon, the global leader in eye care, launched Systane, a complete preservative-free lubricant eye drops efficiently formulated for all-in-one dry eye relief to the eye with just one drop. The exclusive formula uses clever moisture and lipid delivery to improve dispersion over the eye's surface and stabilize the tear film enabling quick hydration, protection against tear evaporation, and long-lasting relief for a patient's eyes.

Market Segmentation

Turkey Eye Care market is segmented into product type, coating type, lens material, distribution channel, region, and company. Based on the product type, the market is further segmented into eyeglasses, contact lens, intraocular lens, eye drops, eye vitamins, and others. Based on the coating type, the market is segmented into anti-glare, UV, and others. Based on the lens material, the market is further segmented into normal glass, polycarbonate, trivex, and others. Depending on the distribution channel, the market is segmented into retail stores, e-commerce, and others.

Market Players

Tech Contactlens San. Ve Tic. Ltd. Sti, Diafarma Pharmaceuticals and Medical Products, Alcon Laboratories Trade. AS, Diplomat Optics, Hoya T?rkiye, Bausch + Lomb Sa?I?k ve Optik ?r?nleri Tic. A.?, Johnson & Johnson T?rkiye, ZEISS Turkiye, STAAR Surgical Company, and Keralens, etc., are some of the leading players operating in the Turkey Eye Care Market.

Report Scope:

In this report, the global 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 Type

Eyeglasses

Disposable

Contact Lens

Intraocular Lens

Eye Drops

Eye Vitamins

Others

Turkey Eye Care Market, By Coating:

Anti-Glare

UV

Others

Turkey Eye Care Market, By Lens Material

Normal Glass

Polycarbonate

Trivex

Others

Turkey Eye Care Market, By Distribution Channel:

Retail Stores

E-Commerce

Clinics

Hospitals

Turkey Eye Care Market, By Region:

Marmara Region

Central Anatolia

Eastern Anatolia Region

South-Eastern Anatolia Region

Aegean Region

Mediterranean Region

Black Sea Region

Competitive Landscape

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

Available Customizations:

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

Turkey Eye Care Market By Product Type (Eyeglasses, Contact Lens, Intraocular Lens, Eye Drops, Eye Vitamins, O...

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

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