

Middle East & Africa Vision Care Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by (Eyeglasses, Contact Lens, Intraocular Lens, and Others) and Distribution Channel (Retail Stores, E-Commerce, Clinics, and Hospitals)

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Abstracts

The Middle East & Africa vision care market is expected to grow from US\$ 3,741.50 million in 2022 to US\$ 4,784.42 million by 2028; it is estimated to grow at a CAGR of 4.2% from 2022 to 2028.

Increasing Awareness of Vision Care

In recent years, various measures and efforts have been taken to create awareness and educate people regarding eye diseases, prompting patients to access suitable medications and treatments for such conditions. Write the Vision offers monthly resources to a large number of organizations, allowing them to promote healthy vision, and prevent vision loss and blindness in the communities they serve. Per the National Eye Health Education Program, a part of the NEI, African are more prone to eye diseases. It can further lead to loss of vision, if not treated in time. Hence, the Write the Vision program was launched to increase awareness about eye health.

Sightsavers—an international nongovernmental organization—works in developing countries to treat and prevent eye diseases. A large population in India resides in rural areas, which has limited or no awareness of eye ailments. Sightsavers aims to create awareness with its Rural Eye Health Programme, provide high-quality eye health services, and eradicate avoidable blindness in the rural population. In addition, the WHO launched the Universal Health Coverage and Eye Care: Promoting Country Action, an event to provide practical, step-by-step, guidance to support Member States

of WHO in planning and implementing the recommendations of the WHO's World report on vision. The WHO launched this event with the goal to provide integrated people-centered eye care services. Thus, the rising number of such eye health awareness programs is creating growth opportunities for the vision care market.

Middle East & Africa Vision Care Market Overview

The Middle East & Africa vision care market has been segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. Middle East & North Africa consists of three major countries namely United Arab Emirates (UAE), Saudi Arabia and South Africa. Saudi Arabia is the largest market for vision care. The market is driven by rising exposure to the display screens of devices such as mobile, laptop, and others, presence of international players, and improving healthcare infrastructure.

Middle East & Africa Vision Care Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Vision Care Market Segmentation

The Middle East & Africa vision care market is segmented based on type, distribution channel, and country. Based on type, the Middle East & Africa vision care market is segmented into eyeglasses, contact lens, intraocular lens, and others. The eyeglasses segment held the largest market share in 2022.

Based on distribution channel, the Middle East & Africa vision care market is segmented into retail stores, e-commerce, clinics, and hospitals. The retail stores segment held the largest market share in 2022.

Based on country, the Middle East & Africa vision care market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa vision care market share in 2022.

Alcon Inc.; Bausch Health Companies Inc.; Carl Zeiss AG; Cooper Companies Inc; Essilor International SAS; Johnson & Johnson; Hoya Corp; Rodenstock GMBH; Menicon Co., Ltd; and Rayner Intraocular Lenses Limited are the leading companies operating in the Middle East & Africa vision care market.

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