

Eye Care in Turkey

October 2023

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Eye Care in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx products and healthier lifestyles undermine OTC eye care No switches limit growth potential Bausch & Lomb Saglik Optik Ürünleri dominates the landscape

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Increasing presence of sophisticated standard eye care products Ageing population and lifestyle trends to support the demand for standard eye care Rx products and vitamins and dietary supplements to remain the main threats

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DISCLAIMER

DEFINITIONS

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