

Eye Care in Italy

September 2023

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Eye Care in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

More time spent in front of digital screen benefits sales of standard eye care Standard eye care sees new product launches in 2023 Sales of allergy eye care suffer from the impact of the bad weather on seasonal allergies

PROSPECTS AND OPPORTUNITIES

Growing level of digitalisation should favour sales of standard eye care Standard eye care will benefit from the further ageing of the population Cases of seasonal allergies expected to increase but allergy eye care likely to face strong competition from other products

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DISCLAIMER

DEFINITIONS

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