

# Eye Care in Argentina

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising demand for eye care products driven by higher levels of screen time

Pharmadorf SA dominates eye care with Irix brand

Pharmacies continue as main distribution channel, due to government regulations banning OTC products

#### PROSPECTS AND OPPORTUNITIES

Increasing screen exposure will support ongoing sales

Ageing population likely to boost sales of eye care products

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