

Eye Care in Finland

September 2023

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Eye Care in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in screen time leads to eye problems Allergy eye care outperforming standard products Bayer leads, while local player sees continued share growth

PROSPECTS AND OPPORTUNITIES

Sales set to rise, though intensification of competition may dampen value growth More standard eye drops in grocery retailing Expanded offer expected in allergy eye care

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DISCLAIMER

DEFINITIONS

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