

Eye Care in Austria

October 2023

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Eye Care in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite rising incidence of eye complaints demand for eye care drops as prices rise Allergy eye care struggling to find an audience Rx sales put a dent in OTC eye care as consumers seek out professional advice

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Ageing population and rising use of digital screens likely to be key growth drivers Brand loyalty likely to continue influencing demand over the forecast period Pharmacies likely to play a key role in the future of eye care

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DISCLAIMER

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