

Eye Care in Peru

October 2023

Table of Contents

Eye Care in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Eye care is another winner, but consumers have low brand awareness Visiver, private label of InRetail Pharma, maintains its lead in eye care Eye care awareness continues to grow, with different issues seen within adults and children

PROSPECTS AND OPPORTUNITIES

Allergy eye care remains a category with little competition Vitamins and dietary supplements for the eyes will become more important Gamers: a target audience with great potential

CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2018-2023Table 2 - Sales of Eye Care by Category: % Value Growth 2018-2023Table 3 - NBO Company Shares of Eye Care: % Value 2019-2023Table 4 - LBN Brand Shares of Eye Care: % Value 2020-2023Table 5 - Forecast Sales of Eye Care by Category: Value 2023-2028Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

Consumer Health in Peru - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

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