

# Eye Care in Thailand

January 2024

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#### Eye Care in Thailand - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Resumption of office routines and ageing population sustain growth momentum for eye care products Air pollution crisis in Thailand leads to growing incidence of eye-related health issues Local brands continue to dominate sales, although international players have a growing presence

#### PROSPECTS AND OPPORTUNITIES

New product development and social media marketing will be key to players gaining a competitive edge Bricks-and-mortar stores will remain key channel for impulse purchases Eye health will remain a priority, but growing popularity of dietary supplements could impede sales

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