

Eye Care in Indonesia

September 2023

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Eye Care in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dry eye, product innovation, and consumer engagement drive growth Poor air quality also leads to greater uptake of eye care products Second-placed Insto brand connects well with consumers

PROSPECTS AND OPPORTUNITIES

Growth will be maintained by contact lenses, environmental factors, and digitalisation Understanding consumers' needs is crucial Rohto set to maintain its lead as it expands its production

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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