Eye Care in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Increasing demand for eye care supported by ongoing remote working trend
Allergy eye care continues to benefit from the strong hay fever season in Germany
Competitive landscape remains stable

PROSPECTS AND OPPORTUNITIES
Dry eye conditions to support further growth of standard eye care
Potential offered by products targeting children and teenagers
Long-term outlook remains positive for eye care

CATEGORY DATA
Table 1 - Sales of Eye Care by Category: Value 2017-2022
Table 2 - Sales of Eye Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Eye Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Eye Care: % Value 2019-2022
Table 5 - Forecast Sales of Eye Care by Category: Value 2022-2027
Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2022-2027

Consumer Health in Germany - Industry Overview

EXECUTIVE SUMMARY
Consumer health in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS
Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022
Table 8 - Life Expectancy at Birth 2017-2022

MARKET DATA
Table 9 - Sales of Consumer Health by Category: Value 2017-2022
Table 10 - Sales of Consumer Health by Category: % Value Growth 2017-2022
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Table 15 - Distribution of Consumer Health by Format and Category: % Value 2022
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Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

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OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
Summary 1 - OTC: Switches 2021-2022

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