

Eye Care in the Netherlands

September 2023

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Eye Care in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher prices dampen retail volume growth but push retail current value growth Rising incidence of hay fever boosts allergy eye care Biohorma's A Vogel brand is positioned as a natural eye care option

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Ageing population trend is a driver of the optimistic outlook for eye care Increased screen time to drive the demand for standard eye care products Growing number of allergy sufferers to push the demand for allergy eye care

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DISCLAIMER

DEFINITIONS

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