Eye Care in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Declining eye health due to increase in screen time and ageing population
Increase in outdoor activities drives demand for allergy eye care
Clear Eyes retains its lead as mist formats prove popular with consumers

PROSPECTS AND OPPORTUNITIES
Bright future predicted for eye care
Climate change will impact hay fever sufferers
Ageing population will fuel demand for products designed to relieve dry eye symptoms

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

Consumer Health in New Zealand - 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 2018-2023
Table 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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