

Eye Care in Hungary

October 2023

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Eye Care in Hungary - Category analysis

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2023 DEVELOPMENTS

Lifestyle, demographic and environmental factors help to lift overall demand

Standard eye care remains the largest and best performing category

Johnson & Johnson still the outright leader in eye care

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Total volume and current value sales projected to increase steadily

Interest in products made with natural ingredients set to continue rising

Advances in lens technology and use of alternative remedies may constrain demand

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