

Eye Care in Thailand

January 2024

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Eye Care in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of office routines and ageing population sustain growth momentum for eye care products

Air pollution crisis in Thailand leads to growing incidence of eye-related health issues

Local brands continue to dominate sales, although international players have a growing presence

PROSPECTS AND OPPORTUNITIES

New product development and social media marketing will be key to players gaining a competitive edge Bricks-and-mortar stores will remain key channel for impulse purchases

Eye health will remain a priority, but growing popularity of dietary supplements could impede sales

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DEFINITIONS

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