Eye Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stronger demand for allergy eye care driven by pollution in Vietnam
Increasing demand for standard eye care supported by greater exposure to digital devices
Rohto-Mentholatum Vietnam continues to dominate eye care

PROSPECTS AND OPPORTUNITIES

Positive performance for eye care expected over forecast period as lifestyle and environmental factors remain relevant in Vietnam
Potential opportunity to target children and teenagers
Competitive landscape likely to remain stable

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 Vietnam - 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 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - 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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