Eye Health

Envisioning Opportunities for Eye Care & Eye Health Supplements

Key Features

- An in-depth exploration of the **Eye Health** market globally
- Coverage of **15 major markets** from around the world, with topline sales, brand performances, new developments, launches and promotional campaigns
- Very latest **year-end 2020** sales from ***DB6***, our dedicated CHC sales database, plus historical growth rates back to 2016
- Case studies of **key brands**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- Dedicated **Outlook** chapter focused on the most likely future scenarios

Nicholas Hall's
CHC REPORTS

Eye Health

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The latest deep-dive category report from *Nicholas Hall's CHC Reports* analyses the **Eye Health** market, with comprehensive coverage of **Eye Care** and **Eye Health Supplements** across the globe.

The report profiles **15 countries**, spanning every region, each with a dedicated chapter covering topline trends & developments, the competitive landscape, launch activity & NPD, regulatory changes and challenges (including Rx-to-OTC switch) and a look to the future.

All data is sourced from ***DB6***, Nicholas Hall's global CHC sales database, featuring year end-2020 sales and historical sales back to 2016, from global and regional toplines down to brand & marketer level detail in individual countries.

The Eye Health market comprises Eye Care and Eye Health Supplements. 2020 sales in Eye Care are further segmented into Dry eye, Allergy eye, Red eye & Other.

Forecast sales data projects the size of market in the short term, as well as longer-term prospects to 2025 & 2030.

Chapters include:

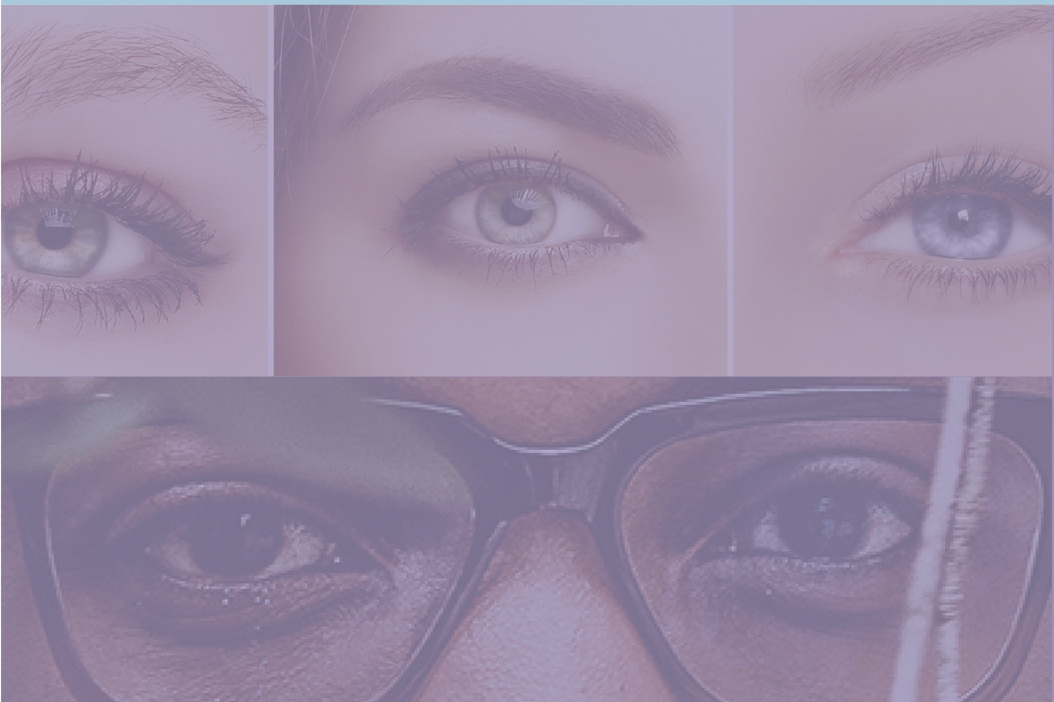
Executive Summary
Global overview • Competitive landscape • Eye care topline trends • Eye health supplements topline trends
Scientific studies important, but what's new? • NPD & Switch • Online space offers opportunity?
Cross-category eye health brands • Outlook for Eye Health

Brand Case Studies
Hylo • Lumify • MacuShield • Pataday • Systane • TheraTears

Outlook
Global outlook for eye health • North America • Asia-Pacific • Western Europe • Central & Eastern Europe • Latin America • Five fresh ideas

Key questions investigated in this report

- Why do certain markets have high per capita eye health spends but others are significantly underdeveloped?
- Why are so few eye care brands crossing over into supplements?
- Is the recent trend for blue light protection a sustainable driver of sales?
- Can marketers do more to attract older consumers to their brands?
- What does the rapid rise of online purchasing mean for sales via traditional retail channels?



15 individual market profiles

Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Poland, Russia, S Korea, Spain, UK, USA

Each country profile contains multiple charts including leading brands within Eye Care and Eye Health Supplements, historical category sales 2016-20, classification of key ingredients, as well as forecast sales data with prospects & opportunities.

To order your copy of our **Eye Health Report**
please contact **Melissa.Lee@NicholasHall.com**

Pricing

Global licence:	GB£11,000
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Eye Health

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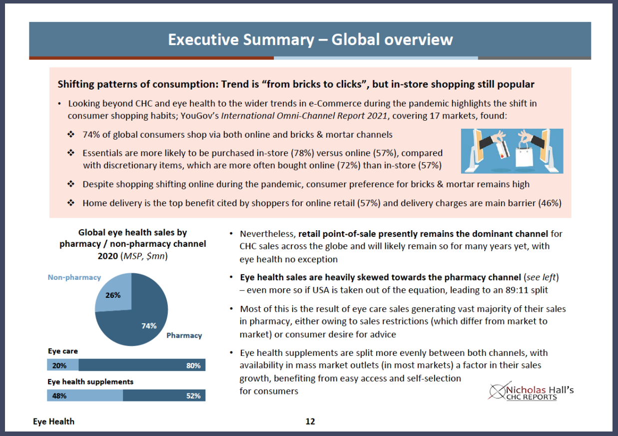
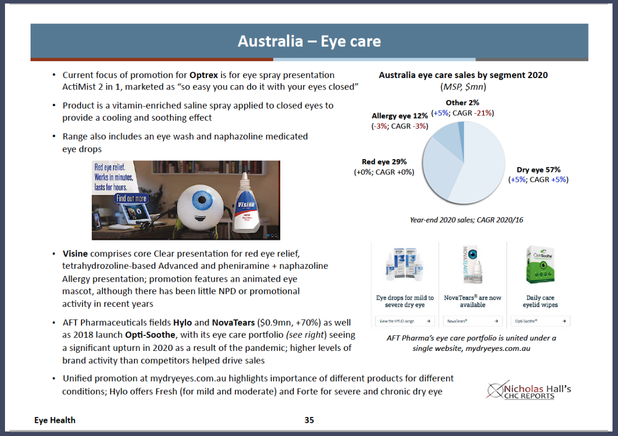
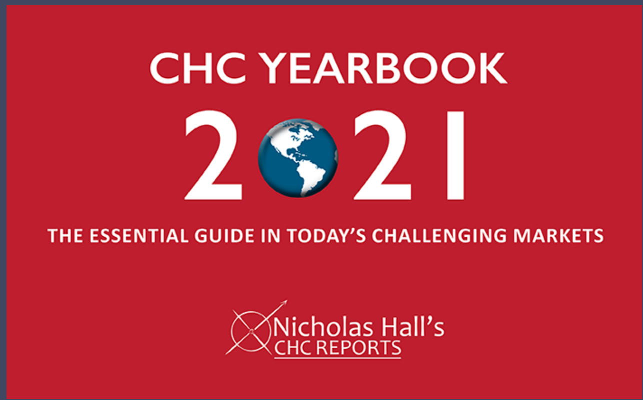


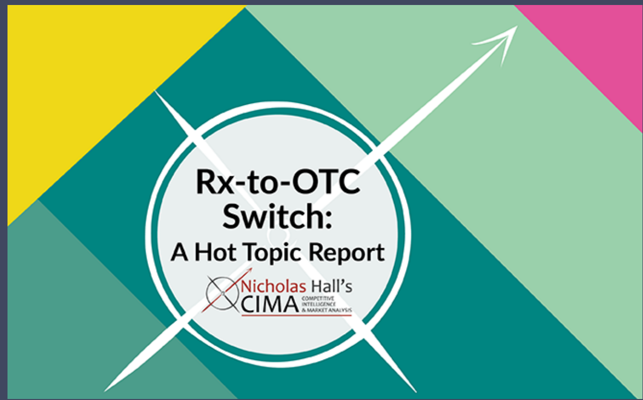


Nicholas Hall Group of Companies offers the world's most complete consumer healthcare marketing & business solutions

Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in consumer healthcare, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

Latest Nicholas Hall Reports:





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