



Eye Care in Denmark

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Challenging conditions present sales opportunities for eye care

Competition increases as players look to benefit from the growing demand for eye care

Eye care sales continue to shift online as consumers look for value and convenience

PROSPECTS AND OPPORTUNITIES

Key growth drivers expected to remain in place thereby fuelling demand for eye care

Manufacturers could look to target specific groups with tailored eye care solutions

Innovation could be key to success

CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2020-2025

Table 2 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 4 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 5 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

Consumer Health in Denmark - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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