



Euromonitor
International

Eye Care in Ukraine

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Eye care sales being driven by rising pollution levels and increasing screen time
Allergy eye care the most dynamic category as consumers get their priorities in order
Competition heating up as a flurry of new brands and products enter the market in 2024

PROSPECTS AND OPPORTUNITIES

Bright outlook for eye care
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Pharmacies likely to account for the bulk of sales despite the rise of e-commerce

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Consumer Health in Ukraine - Industry Overview

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DISCLAIMER

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