



Eye Care in Finland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising screen time and the early allergy season drive growth in eye care
Bayer Oy leads while Orion and Bausch & Lomb record dynamic performances
Pharmacies remain dominant in distribution despite growing competition from retail e-commerce

PROSPECTS AND OPPORTUNITIES

Increased screen time is set to drive growth, despite category maturity
Innovation is expected to be driven by multifunctionality, packaging, and tailored solutions
Eye care consumption is set to be split between value-driven and quality-seeking consumers

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Consumer Health in Finland - Industry Overview

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DISCLAIMER

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