



Euromonitor
International

Eye Care in Singapore

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Prolonged screen time advances use of eye care products
- Multinational players lead landscape with diversified product range
- Strong network of chained pharmacies boasts broad in-store availability

PROSPECTS AND OPPORTUNITIES

- Solid growth forecast as more brands innovate in line with changing lifestyles
- On-the-go lifestyles will lead to greater preference for vial formats, while myopia control solutions are likely to expand
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