



Euromonitor
International

Eye Care in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Eye care grows in Taiwan as screen time increases and consumer segmentation deepens
Mentholatum leads eye care as innovation and brand engagement drive competition
Pharmacies retain its lead in eye care distribution, while health and personal care stores gain ground

PROSPECTS AND OPPORTUNITIES

Eye care is set to have sustained growth, driven by lifestyle demands and detailed consumer segmentation
Ingredient synergy and innovation is expected to drive differentiation in eye care
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