

# Eye Care in Brazil

April 2025

Table of Contents

## Eye Care in Brazil - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Eye care maintains its rising trend, while the growth potential remains strong Risks to public health and trust from unregistered eye care products Trust is an important factor when choosing a brand in eye care

#### PROSPECTS AND OPPORTUNITIES

Air quality and screen time likely to contribute to growth, especially amongst younger consumers Complementation not competition Retail e-commerce set to maintain distribution growth

#### CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2019-2024Table 2 - Sales of Eye Care by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Eye Care: % Value 2020-2024Table 4 - LBN Brand Shares of Eye Care: % Value 2021-2024Table 5 - Forecast Sales of Eye Care by Category: Value 2024-2029Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

#### Consumer Health in Brazil - Industry Overview

#### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

 Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

 Table 8 - Life Expectancy at Birth 2019-2024

## MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

# DISCLAIMER

# DEFINITIONS

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/eye-care-in-brazil/report.