

Eye Care in Brazil

April 2025

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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?

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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