

Eye Care in Austria

November 2024

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Eye Care in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weather, screens and air conditioners drive sales of eye care in Austria Standard eye care outsells allergy products, offering a broader range Bausch & Lomb retains its lead, being recommended by professionals

PROSPECTS AND OPPORTUNITIES

Steady growth is driven by ongoing pollution and office work

The strong presence of leading players limits changes on the competitive landscape

Eye care will continue to be sold exclusively through pharmacies

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