



# Eye Care in Ukraine

October 2024

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## Eye Care in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Eye care sales being driven by rising pollution levels and increasing screen time  
Allergy eye care the most dynamic category as consumers get their priorities in order  
Competition heating up as a flurry of new brands and products enter the market in 2024

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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