



Euromonitor  
International

# Eye Care in Brazil

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## Eye Care in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Digitalisation increases exposure time to screens and boosts demand for eye care products for different ages

Eye care remains concentrated, dominated by two multinationals

TikTok trend encourages the use of eye drops to treat acne

#### PROSPECTS AND OPPORTUNITIES

Increase in cases of myopia amongst children and adolescents will stimulate the therapeutic use of atropine eye drops

The quest for healthy ageing and preventive care will lead to increasing competition from vitamins and dietary supplements

Pharmacy campaigns likely to continue to appear, as a good strategy to circumvent inflation in the forecast period

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### DISCLAIMER

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