

Eye Care in the US

September 2024

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Eye Care in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The heightened allergy season is driving demand for allergy eye care products and sparking innovation Dry eye conditions remain at the forefront of advances in eye care offerings Recalls of eye drops highlight the significance of eye health education

PROSPECTS AND OPPORTUNITIES

Worsening climate conditions present an opportunity for eye care players Sustainable formulations will be a crucial factor in terms of premiumisation Beauty positioning shows promise for standard eye care

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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