



Eye Care in Egypt

September 2023

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Eye Care in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The hot climate and air conditioning increases the use of eye drops
The increasing use of screens causes eye issues to grow, boosting sales
Kahira benefits from high levels of brand loyalty and trust

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Eye drops continues to be the most common form of treatment
The population growth in the country drives demand and increases sales
Pollution remains a big factor, boosting sales of eye care products

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DISCLAIMER

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