



# Eye Care in Greece

September 2023

Table of Contents

## Eye Care in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifts in marketing approach lead to growth  
Demographics are favourable to positive performance  
Premiumisation contributes to value growth

#### PROSPECTS AND OPPORTUNITIES

Saharan dust set to remain a key growth driver  
Digital eye strain will contribute to an increase in demand  
Demographics set to remain favourable to performance

#### CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2018-2023  
Table 2 - Sales of Eye Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Eye Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Eye Care: % Value 2020-2023  
Table 5 - Forecast Sales of Eye Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## Consumer Health in Greece - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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