



Eye Health

A Nicholas Hall
report on the
Global OTC Eye
Health Market

EYE HEALTH

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The global market for OTC eye health products generated over \$4bn in 2015, rising by around 6%. Comprising products such as eye drops, ointments, washes, decongestants, artificial tears and eye health supplements, the eye health category is booming thanks to innovation, environmental factors, an ageing population and changing lifestyles.

A series of acquisitions since 2011 have shaken up the eye health top tier, so that the market is now dominated by a strong Top 5: Novartis (via Alcon), Allergan (merged with Actavis), Valeant (including Bausch + Lomb), Rohto and J&J. Yet, there are many smaller local and regional players enjoying phenomenal growth by carving out a specialist niche or offering innovative products.

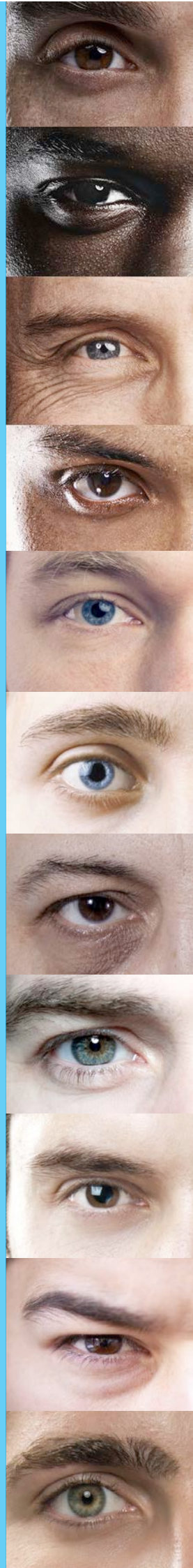
Discover all there is to know about the Global OTC Eye Health market with Nicholas Hall's upcoming report, which contains multi-country coverage and detailed reporting of individual brands. Incorporating year-end 2015 OTC sales from Nicholas Hall's Global OTC Database DB6, the report features the latest trends & developments, in-depth brand case studies, and vital insight into factors affecting individual markets.

14 country chapters drill down to the details, including brand sales and growth, impact of regulatory changes, new product launches, A+P campaigns and category forecasts.

Available as a whole report or as individual country chapters, with generous pre-publication discounts.

**Australia • Brazil • Canada • China • France
Germany • India • Italy • Japan
Poland • Russia • Spain • UK • USA**

Eye health products covered in this report include:
Artificial tears • Eye decongestants • Eye washes
Blepharitis treatments • Eye health supplements





CONTENTS

Global OTC Eye Health Overview

Including consumer trends, a region by region breakdown and topline category trends

Leading Eye Health Markets

14 countries profiled, featuring key trends, developments, regulatory issues, success factors behind leading segments and brands, and forecasts for the future

Brazil – Ethically-oriented artificial tears and eye washes account for the majority of Brazil's eye health sales and advanced by double digits in 2015, fuelled by launches, while cosmetically-positioned products to clean eyelids and eyelashes are gaining popularity

Italy – After several years of switch-induced growth, including the reclassification of around 60 eye care brands to SOP status in 2012, Italy's eye health market slowed in 2015, as AIFA's decision to reverse-switch several of these dampened growth

Japan – Eye health outperformed the wider OTC market in Japan, with growth driven partly by purchases from Chinese tourists, thanks to perceived high quality compared to locally-produced brands, and by Japan's ageing population

USA – Baby boomers requiring products to maintain eye health, as well as younger consumers increasingly turning to eye drops for relief from computer screen fatigue, are driving the US OTC eye health category

Gain further insights and detail on all of the above plus 10 other markets in the dedicated country chapters

Brand Case Studies

Looking at some of the biggest and fastest-growing eye health brands, such as Clear Eyes, OcuVite, Refresh and Systane, and the factors behind their success

Global OTC Eye Health Outlook

Predicting future prospects for the Global OTC Eye Health industry and opportunities & threats in individual markets, including sales forecasts to 2020 and 2025

Publishes September 2016

Nicholas Hall Group of Companies offers the world's most complete OTC marketing & business solutions

Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in OTC, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

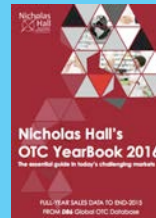
Latest Nicholas Hall Reports:



Global OTC VMS

Discover all there is to know about the Global OTC VMS market with Nicholas Hall's latest category report, which contains multi-country coverage and detailed reporting of individual categories and brands.

Published in June 2016



Nicholas Hall's OTC YearBook 2016

Nicholas Hall's bestselling unique reference book contains comprehensive market data through December 2015 drawn from our **DB6** global OTC database.

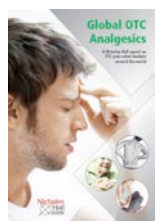
Published in April 2016



M&A

In a fragmented OTC market, expansion often means acquisition, but scouting for suitable acquisitions can take a long time. To help shorten that process, our M&A report includes a dedicated chapter identifying 100 companies of all sizes that present an enticing OTC opportunity.

Published in March 2016



Global OTC Analgesics

This report breaks down this integral category to give consumer healthcare executives detailed insight into the uncertainties that are facing brands in today's market, as well as the growth drivers and new opportunities.

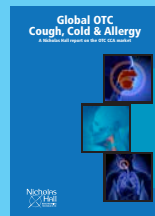
Published in November 2015



Nicholas Hall's Global OTC Markets

This report looks at the 12 largest OTC markets. While these markets lead the global industry, their performances differ wildly, showing the diverse nature of the consumer healthcare industry.

Published in September 2015



Global OTC Cough, Cold & Allergy

This comprehensive report offers a detailed analysis of the CCA market from both a global and country level, giving OTC marketers a detailed insight into the trends and developments that are impacting both brands and consumers.

Published in June 2015



Women's Health: Obstacles & Opportunities

This report analyses the market for a range of OTC options, considering products positioned for gender-specific concerns as well as more general ailments, covering areas including weight management, feminine intimate care, and migraine.

Published in March 2015

Get in touch!

Discover the world of OTC with the Nicholas Hall Group of Companies. Our range of services covers everything from consultancy and competitive intelligence to events and executive recruitment.

Whatever your needs are in consumer healthcare, we'd like to hear from you!



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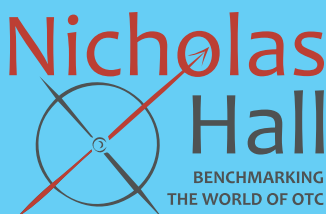
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