

Eye Health

Envisioning Opportunities for Eye Care & Eye Health Supplements

The latest deep-dive category report from *Nicholas Hall's CHC Reports* will analyse the **Eye Health** market, with comprehensive coverage of **Eye Care** and **Eye Health Supplements** across the globe.

The report profiles **15 countries**, spanning every region, each with a dedicated chapter covering topline trends & developments, the competitive landscape, launch activity & NPD, regulatory changes and challenges (including Rx-to-OTC switch) and a look to the future.

What do you get by purchasing this report?

- An in-depth exploration of the **Eye Health** market globally
- Coverage of **15 major markets** from around the world, with topline sales, brand performances, new developments, launches and promotional campaigns
- Very latest **year-end 2020** sales from **DB6**, our dedicated CHC sales database, plus historical growth rates back to 2016
- Case studies of **key brands**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- Dedicated **Outlook** chapter focused on the most likely future scenarios

Each country profile contains multiple charts including leading brands within Eye Care and Eye Health Supplements, historical category sales 2016-20, classification of key ingredients, as well as forecast sales data with prospects & opportunities.

15 individual market profiles



Exec Summary

Global overview, Competitive landscape, Impact of Covid, Switch & NPD, and more

Brand Case Studies

Identifying success factors behind selected brands such as Systane, Lumify, TheraTears, Blink, MacuShield, and more

Outlook

Prospects for the Eye Health market globally and by individual market, incorporating the latest short- and long-term forecast sales data

All data is sourced from **DB6**, Nicholas Hall's global CHC sales database, featuring year end-2020 sales and historical sales back to 2016, from global and regional topline down to brand & marketer level detail in individual countries.

The Eye Health market comprises **Eye Care** and **Eye Health Supplements**. 2020 sales in Eye Care are further segmented into **Dry eye, Allergy eye, Red eye & Other**.

Forecast sales data projects the size of market in the short term, as well as longer-term prospects to 2025 & 2030.

Key questions investigated in this report



Why do certain markets have high per capita eye health spends but others are significantly underdeveloped?



Why are so few eye care brands crossing over into supplements?



Is the recent trend for blue light protection a sustainable driver of sales?



Can marketers do more to attract older consumers to their brands?



What does the rapid rise of online purchasing mean for sales via traditional retail channels?

To pre-order your copy of **Eye Health** please contact Melissa.Lee@NicholasHall.com



Publishing early June

	Pre-publication discount	List price
Global licence:	GB£9,400	GB£11,000
Site licence:	GB£6,800	GB£8,000
(15% pre-publication discount until 28 May 2021)		