

Eye Care in Turkey

October 2023

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Eye Care in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx products and healthier lifestyles undermine OTC eye care
No switches limit growth potential
Bausch & Lomb Saglik Optik Ürünleri dominates the landscape

PROSPECTS AND OPPORTUNITIES

Increasing presence of sophisticated standard eye care products
Ageing population and lifestyle trends to support the demand for standard eye care
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