



# Eye Care in Denmark

September 2023

Table of Contents

## Eye Care in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Eye care sees current and volume sales growth in 2023 as inflation rises and consumers spend more time on screens and in contact with allergens

The competitive landscape continues to be driven by well-known brands

Fierce competition eats away at profit margins

#### PROSPECTS AND OPPORTUNITIES

Increased time spent on screens supports value sales of standard eye care

Standard eye care will be boosted by Denmark's ageing population

Allergy eye care is set to register growth as the climate becomes warmer

#### 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 Denmark - 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

Over the counter 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

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/eye-care-in-denmark/report](http://www.euromonitor.com/eye-care-in-denmark/report).