

# Eye Care in Italy

September 2023

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## Eye Care in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

More time spent in front of digital screen benefits sales of standard eye care  
Standard eye care sees new product launches in 2023  
Sales of allergy eye care suffer from the impact of the bad weather on seasonal allergies

#### PROSPECTS AND OPPORTUNITIES

Growing level of digitalisation should favour sales of standard eye care  
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### DISCLAIMER

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