



Eye Care in South Korea

October 2023

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Eye Care in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard eye care dominates demand, supported by rising digital screen use and younger consumers wearing contact lenses

Dynamic allergy eye care remains a niche due to Rx preference

Eye care remains dominated by imports

PROSPECTS AND OPPORTUNITIES

Strong performance for standard eye care but population increasingly likely to take more holistic approach to supporting eye health

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