



Eye Care in Taiwan

October 2023

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Eye Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Excessive screen time remains a major demand driver
Consumers show growing interest in products with a natural positioning
Japanese brands Rohto and Santen continue to lead but see their value shares fall

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Increasing adoption of preventive eye health measures likely to depress demand
Products for age-related conditions set to become more widely available
Producers expected to form strategic collaborations with eye health professionals

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