



# Eye Care in Peru

October 2023

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## Eye Care in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Eye care is another winner, but consumers have low brand awareness  
Visiver, private label of InRetail Pharma, maintains its lead in eye care  
Eye care awareness continues to grow, with different issues seen within adults and children

#### PROSPECTS AND OPPORTUNITIES

Allergy eye care remains a category with little competition  
Vitamins and dietary supplements for the eyes will become more important  
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### DISCLAIMER

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