



Eye Care in India

November 2023

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Eye Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising incidences of dry eyes drive moderate growth for eye care
Increasing digital entertainment options drive the need for eye care solutions
Major players are focusing on formats tailored for modern lifestyles

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Increasing uptake of contact lenses likely to benefit eye care
Increasing demand for blue light protection eyewear could offer stiff competition
Inflationary pressure might affect the category in the forecast period

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