



Euromonitor
International

Eye Care in Turkey

October 2025

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Eye Care in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Substantial current value growth for eye care in Turkey in 2025

Bausch & Lomb dominates sales of eye care in Turkey with Artelac Advanced and Recugel

Pharmacies continues to dominate sales, but e-commerce sees ongoing growth

PROSPECTS AND OPPORTUNITIES

Ongoing growth will be driven by demand for products formulated to address eyestrain and dry eyes

Sophisticated formulations with added vitamins will gain traction in the years ahead

Sales of OTC eye care may be limited by lack of regulatory change

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