



Eye Care in Hungary

October 2025

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Eye Care in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Screen-related eye strain and seasonal allergies drive growth in eye care
Natural formulations and trusted brands sustain category leadership in eye care
Pharmacies remain dominant while retail e-commerce gains ground in eye care distribution

PROSPECTS AND OPPORTUNITIES

Increased screen exposure is set to drive steady growth in eye care value sales
Eye care is set to be shaped by prevention and personalisation across the forecast period
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