



Eye Care in Norway

September 2025

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Eye Care in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Screen exposure and allergy cycles drive steady growth in eye care

SantenPharma AB leads, offering trusted brands in the stable, yet competitive, eye care market

Pharmacies maintain the lead in distribution amidst rising e-commerce adoption in Norway

PROSPECTS AND OPPORTUNITIES

Steady growth is expected to be driven by the ageing population and rising digital strain

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