



Euromonitor  
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# Eye Care in New Zealand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Age-related conditions, digital strain and increased prevalence of allergens drive growth for eye care in 2025  
Care Pharmaceuticals' Clear Eyes maintains brand leadership through format innovation and broad consumer appeal  
Pharmacies leads distribution for eye care in 2025

PROSPECTS AND OPPORTUNITIES

Rising trend of digital lifestyles should drive strong performance for forecast period  
University of Auckland castor oil trial could unlock new opportunities for natural dry-eye therapies in New Zealand  
Local and global CSR efforts focus on advancing First Nations eye health and enhancing sustainability within eye care

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Consumer Health in New Zealand - Industry Overview

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DISCLAIMER

DEFINITIONS

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