



Eye Care in Belgium

September 2025

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Eye Care in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth in eye care is supported by demographics and digital lifestyles

Alcon-Couvreur SA retains its lead while Viatris BV gains ground with Visionlux

Retail e-commerce gains ground while pharmacies remain the core channel for eye care

PROSPECTS AND OPPORTUNITIES

Sustained growth is expected to be driven by demographic and environmental shifts

Innovation is expected to focus on convenience and prevention across the forecast period

Pharmacy will retain its leads, however alternative channels are set to expand

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