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2010 INTERNATIONAL Study of EYE HEALTH & VISION CARE OTC Eye Drops

This report provides international marketers with an overview of the use of OTC eye drops among adult users in France, Germany, Italy, the U.K., China and Japan. Among the findings reported are...

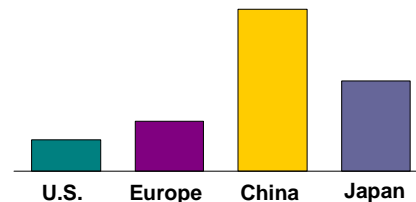
- Eye drop usage habits
- Brand awareness and use
- Satisfaction with brand used most often
- Side effects experienced
- Motivations for use
- Attitudes toward the use of OTC eye drops
- Product purchase detail
- Product factors important in the purchase decision

Offered in its entirety or separately for **WESTERN EUROPE** (*France, Germany, Italy and the United Kingdom*) or **ASIA** (*China and Japan*), all reports incorporate selected comparative data from a similar study in the United States, also conducted in 2010.

REPORT EXCERPT

“Westerners are more likely than Asians to mention dry eye or environmental irritation as the main cause of their OTC eye drop use while Asians are more likely to mention eye strain or fatigue/lack of sleep.”

Eye Strain (Net) As Main Cause of OTC Eye Drop Use



Europe – \$13,500. Asia – \$19,300. Europe & Asia – \$29,500.

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In addition to the **OTC Eye Drop Use** study described here, related reports are available for the same countries/world regions including:

**Landscape Study of Overall Eye Health & Vision Care
Eye Health Supplement Use
Dry Eye Sufferers**

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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