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# 2010 INTERNATIONAL Study of EYE HEALTH & VISION CARE Eye Health Supplement Users

This report provides international marketers with an overview of the use of supplements for both enhancing eye health and in response to selected eye conditions and concerns.

Among the findings reported are...

Supplement use among the general population

Details of use among regular users, including...

Attitudes toward supplements

Eye health supplement brand awareness and use

Eye conditions diagnosed and concern for developing in future

Market potential for eye health supplements

Offered in its entirety or separately for

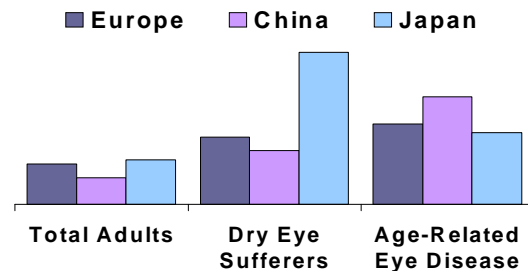
**WESTERN EUROPE** (*France, Germany, Italy and the United Kingdom*) or **ASIA** (*China and Japan*), all reports incorporate selected

comparative data from a similar study in the United States, also conducted in 2010.

## REPORT EXCERPT:

"In Europe and China, supplement use for eye health is greatest among those adults diagnosed with an age-related eye disease. In Japan, those with dry eye syndrome are more likely to be regular supplement users."

### Eye Health Supplement Use



**Europe – \$13,500.**

**Asia – \$19,300.**

**Europe & Asia – \$29,500.**

*(subject to New Jersey or New York sales tax where applicable)*

In addition to the Eye Health Supplement User study described here, related reports are available for the same countries/world regions including:

**Landscape Study of Overall Eye Health & Vision Care**

**OTC Eye Drop Use**

**Dry Eye Sufferers**

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

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*To help clients meet specific market research needs, Multi-sponsor Surveys offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.).*

*Contact us for timing, cost and availability.*

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