

# Latanoprost Market By Type (Branded Drug, Generic Drug) , By Indication (Open Angle Glaucoma, Ocular Hypertension) By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Providers) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/LA562035C01BEN.html>

Date: November 2024

Pages: 240

Price: US\$ 2,655.00 (Single User License)

ID: LA562035C01BEN

## Abstracts

The latanoprost market was valued at \$1.3 billion in 2023, and is projected to reach \$1.6 billion by 2033, growing at a CAGR of 2.1% from 2024 to 2033.

Latanoprost is a medication primarily used in the treatment of glaucoma and ocular hypertension. It is classified as a prostaglandin analog, and works by increasing the outflow of fluid from the eye, which helps to lower intraocular pressure. Latanoprost is often prescribed to reduce the risk of damage to the optic nerve, a common complication of glaucoma, which can lead to vision loss if left untreated.

Increase in number of individuals diagnosed with glaucoma and ocular hypertension globally drives the growth of the latanoprost market. As these conditions are leading causes of vision loss, their rising prevalence fuels the market growth. As per a 2023 study published by the National Institutes of Health, approximately 70 million individuals are suffering from glaucoma worldwide. In addition, surge in geriatric population acts as the key driving force of the global market. This is attributed to the fact that as the global population ages, the incidence of age-related eye conditions is expected to rise. Older adults are more likely to experience increased intraocular pressure, which directly boosts the demand for medications like latanoprost. Moreover, rise in awareness about eye health and the importance of regular eye check-ups among both patients and healthcare providers contributes to earlier detection and treatment of glaucoma, leading

to higher latanoprost market adoption. Furthermore, the availability of generic latanoprost products at a lower cost has expanded the treatment options for patients, driving the growth of the market by increasing affordability and access to the drug. However, side effects and adverse reactions associated with latanoprost such as eye irritation, changes in eye color, and potential systemic effects hamper the market growth. In addition, availability of alternative medications for glaucoma, such as other prostaglandin analogs (e.g., travoprost and bimatoprost) or non-prostaglandin therapies, significantly restrains the market growth. On the contrary, ongoing advancements in ophthalmic drug formulations and delivery systems improve the effectiveness of treatments like latanoprost, making it a more attractive option for patients. Innovations, such as sustained-release formulations, enhance patient compliance and are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global latanoprost market size is segmented into type, indication, distribution channel, and region. On the basis type, the market is bifurcated into branded drug and generic drug. Depending on indication, it is segregated into open angle glaucoma and ocular hypertension. By distribution channel, it is classified into hospital pharmacies, retail pharmacies, and online providers. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By type, the branded drug segment is expected to dominate the market from 2024 to 2033.

On the basis of indication, the open-angle glaucoma segment is anticipated to exhibit highest growth during the forecast period.

Depending on distribution channel, the retail pharmacies segment is projected to grow at a notable pace throughout the forecast period.

Region wise, North America is likely to emerge as the most lucrative market for latanoprost in the coming years.

### Competition Analysis

Competitive analysis and profiles of the major players in the global latanoprost market include Pfizer Inc., Thea Pharma Inc., Sun Pharmaceutical Industries Limited, Alcon,

Taj Pharmaceuticals Limited, Viartis Inc., Apotex Inc., Wellona Pharma, Santen Pharmaceutical Co., Ltd., and Somerset Pharma LLC. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

## Key Market Segments

### By Type

Branded Drug

Generic Drug

### By Indication

Open Angle Glaucoma

Ocular Hypertension

### By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Online Providers

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key Market Players

Pfizer Inc.

Thea Pharma Inc.

Sun Pharmaceutical Industries Limited

Alcon

Taj Pharmaceuticals Limited

Viartis Inc.

Apotex Inc.

Wellona Pharma

Santen Pharmaceutical Co., Ltd.

Somerset Pharma LLC

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