

Global AREDS 2 Supplements Market Size study, by Product (Capsules, Tablets, Soft Gels), by Distribution Channel, and Regional Forecasts 2022-2032

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Abstracts

Global AREDS 2 Supplements Market is valued approximately at USD 0.74 billion in 2023 and is anticipated to grow with a moderate but promising CAGR of more than 5.69% over the forecast period 2024–2032. Age-Related Eye Disease Study 2 (AREDS 2) supplements have emerged as a vital intervention in ophthalmic care, targeting the prevention and progression of age-related macular degeneration (AMD)—one of the leading causes of vision loss in aging populations globally. These supplements, composed of lutein, zeaxanthin, vitamin C, vitamin E, zinc, and copper, are clinically proven to help reduce the risk of advanced AMD. The growing prevalence of chronic eye disorders due to aging demographics and lifestyle factors is catalyzing widespread consumer interest and medical recommendations for AREDS 2-based supplementation.

The surge in awareness around proactive eye health, supported by an aging population and increasing screen time, is shaping an upward trajectory for the market. Healthcare practitioners are recommending AREDS 2 formulations not only to those with intermediate AMD but also to patients with a family history of vision deterioration. Meanwhile, dietary supplement brands are launching extended product lines—such as gluten-free, non-GMO, and sugar-free options—to align with clean-label trends and appeal to health-conscious consumers. Soft gels and capsules are especially favored due to their ease of swallowing and superior bioavailability.

Pharmaceutical and nutraceutical companies are leveraging clinical research findings and endorsements by authoritative bodies like the National Eye Institute to position AREDS 2 supplements as essential components of long-term vision care. Simultaneously, the rise of e-commerce and direct-to-consumer sales is allowing niche brands and private labels to penetrate deeper into the ophthalmic health space. Major

players are expanding distribution via pharmacy chains, optometry clinics, and digital platforms, while also adopting subscription models to enhance retention and customer lifetime value.

The market, while optimistic in its growth outlook, is not without headwinds. Regulatory complexities in nutraceutical claims, variability in ingredient quality, and skepticism from a segment of medical professionals pose mild constraints. However, advancements in encapsulation technologies and ongoing consumer education are mitigating these barriers. As innovation shifts toward personalized nutrition, players are also exploring age-specific and comorbidity-adapted formulations that cater to diabetics, smokers, or individuals with other ocular conditions.

Regionally, North America leads the AREDS 2 supplements market, backed by a high prevalence of AMD, strong consumer spending on eye health, and supportive clinical infrastructure. Europe is gaining momentum, with increasing geriatric populations in Germany, Italy, and the UK driving supplement uptake. Asia Pacific is poised to register the fastest CAGR over the forecast horizon, propelled by demographic transitions, expanding access to vision care, and a growing awareness of preventive ophthalmic health—particularly in rapidly urbanizing regions such as China, Japan, and India.

Major market player included in this report are:

Bausch + Lomb

Alcon

EyeScience Labs

Systane (Novartis AG)

Vitabiotics Ltd

MacuHealth

Carlson Laboratories

ZeaVision

Pfizer Inc.

Vitamedica Corporation

Nordic Naturals

NutraScience Labs

Solgar Inc.

Nature's Way Products LLC

Amway Corp.

The detailed segments and sub-segment of the market are explained below:

By Product

Capsules

Tablets

Soft Gels

By Distribution Channel

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032

Annualized revenues and regional level analysis for each market segment

Detailed analysis of geographical landscape with Country level analysis of major regions

Competitive landscape with information on major players in the market

Analysis of key business strategies and recommendations on future market approach

Analysis of competitive structure of the market

Demand side and supply side analysis of the market

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