

# Global OTC Eyedrop Market Research Report 2024, Forecast to 2032

<https://marketpublishers.com/r/G7EEF93278ABEN.html>

Date: October 2024

Pages: 132

Price: US\$ 3,400.00 (Single User License)

ID: G7EEF93278ABEN

## Abstracts

### Report Overview

OTC (over-the-counter) eyedrops are non-prescription eye solutions used to relieve various common eye issues such as dryness, redness, itching, and irritation. These drops are readily available without the need for a doctor's prescription and often used for temporary relief of symptoms caused by allergies, environmental factors, or prolonged screen use. OTC eyedrops come in different types, including artificial tears for lubrication, decongestants to reduce redness, and antihistamines to treat allergy-related itching. Some formulations are preservative-free, making them suitable for sensitive eyes or frequent.

The global OTC Eyedrop market size was estimated at USD 3603 million in 2023 and is projected to reach USD 5984.60 million by 2032, exhibiting a CAGR of 5.80% during the forecast period.

North America OTC Eyedrop market size was estimated at USD 1034.51 million in 2023, at a CAGR of 4.97% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global OTC Eyedrop market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business

organization. The report structure also focuses on the competitive landscape of the Global OTC Eyedrop Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the OTC Eyedrop market in any manner.

### Global OTC Eyedrop Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

Alcon

AbbVie

Thea pharmaceuticals

Bausch Health

URSAPHARM

OmniVision Pharma

Rohto

Prestige Consumer Healthcare

LION

Kenvue (VISINE)

Santen Pharma

CooperVision

Zhengshiming

Market Segmentation (by Type)

Contact Lenses Eyedrop

Allergy Eyedrop

Dry Eye Drop

Others

Market Segmentation (by Application)

Online Pharmacies

Retail Pharmacies

Hospital Pharmacies

Optical Channel

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

#### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the OTC Eyedrop Market

Overview of the regional outlook of the OTC Eyedrop Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the OTC Eyedrop Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of OTC Eyedrop, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of OTC Eyedrop

#### 1.2 Key Market Segments

##### 1.2.1 OTC Eyedrop Segment by Type

##### 1.2.2 OTC Eyedrop Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 OTC EYEDROP MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global OTC Eyedrop Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global OTC Eyedrop Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 OTC EYEDROP MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global OTC Eyedrop Sales by Manufacturers (2019-2024)

#### 3.2 Global OTC Eyedrop Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 OTC Eyedrop Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global OTC Eyedrop Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers OTC Eyedrop Sales Sites, Area Served, Product Type

#### 3.6 OTC Eyedrop Market Competitive Situation and Trends

##### 3.6.1 OTC Eyedrop Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest OTC Eyedrop Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 OTC EYEDROP INDUSTRY CHAIN ANALYSIS**

#### 4.1 OTC Eyedrop Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF OTC EYEDROP MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 OTC EYEDROP MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global OTC Eyedrop Sales Market Share by Type (2019-2024)

6.3 Global OTC Eyedrop Market Size Market Share by Type (2019-2024)

6.4 Global OTC Eyedrop Price by Type (2019-2024)

## **7 OTC EYEDROP MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global OTC Eyedrop Market Sales by Application (2019-2024)

7.3 Global OTC Eyedrop Market Size (M USD) by Application (2019-2024)

7.4 Global OTC Eyedrop Sales Growth Rate by Application (2019-2024)

## **8 OTC EYEDROP MARKET CONSUMPTION BY REGION**

8.1 Global OTC Eyedrop Sales by Region

8.1.1 Global OTC Eyedrop Sales by Region

8.1.2 Global OTC Eyedrop Sales Market Share by Region

8.2 North America

8.2.1 North America OTC Eyedrop Sales by Country

8.2.2 U.S.

- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe OTC Eyedrop Sales by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 Asia Pacific OTC Eyedrop Sales by Region
  - 8.4.2 China
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 India
  - 8.4.6 Southeast Asia
- 8.5 South America
  - 8.5.1 South America OTC Eyedrop Sales by Country
  - 8.5.2 Brazil
  - 8.5.3 Argentina
  - 8.5.4 Columbia
- 8.6 Middle East and Africa
  - 8.6.1 Middle East and Africa OTC Eyedrop Sales by Region
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE
  - 8.6.4 Egypt
  - 8.6.5 Nigeria
  - 8.6.6 South Africa

## **9 OTC EYEDROP MARKET PRODUCTION BY REGION**

- 9.1 Global Production of OTC Eyedrop by Region (2019-2024)
- 9.2 Global OTC Eyedrop Revenue Market Share by Region (2019-2024)
- 9.3 Global OTC Eyedrop Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America OTC Eyedrop Production
  - 9.4.1 North America OTC Eyedrop Production Growth Rate (2019-2024)
  - 9.4.2 North America OTC Eyedrop Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe OTC Eyedrop Production

- 9.5.1 Europe OTC Eyedrop Production Growth Rate (2019-2024)
- 9.5.2 Europe OTC Eyedrop Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan OTC Eyedrop Production (2019-2024)
  - 9.6.1 Japan OTC Eyedrop Production Growth Rate (2019-2024)
  - 9.6.2 Japan OTC Eyedrop Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China OTC Eyedrop Production (2019-2024)
  - 9.7.1 China OTC Eyedrop Production Growth Rate (2019-2024)
  - 9.7.2 China OTC Eyedrop Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

### 10.1 Alcon

- 10.1.1 Alcon OTC Eyedrop Basic Information
- 10.1.2 Alcon OTC Eyedrop Product Overview
- 10.1.3 Alcon OTC Eyedrop Product Market Performance
- 10.1.4 Alcon Business Overview
- 10.1.5 Alcon OTC Eyedrop SWOT Analysis
- 10.1.6 Alcon Recent Developments

### 10.2 AbbVie

- 10.2.1 AbbVie OTC Eyedrop Basic Information
- 10.2.2 AbbVie OTC Eyedrop Product Overview
- 10.2.3 AbbVie OTC Eyedrop Product Market Performance
- 10.2.4 AbbVie Business Overview
- 10.2.5 AbbVie OTC Eyedrop SWOT Analysis
- 10.2.6 AbbVie Recent Developments

### 10.3 Thea pharmaceuticals

- 10.3.1 Thea pharmaceuticals OTC Eyedrop Basic Information
- 10.3.2 Thea pharmaceuticals OTC Eyedrop Product Overview
- 10.3.3 Thea pharmaceuticals OTC Eyedrop Product Market Performance
- 10.3.4 Thea pharmaceuticals OTC Eyedrop SWOT Analysis
- 10.3.5 Thea pharmaceuticals Business Overview
- 10.3.6 Thea pharmaceuticals Recent Developments

### 10.4 Bausch Health

- 10.4.1 Bausch Health OTC Eyedrop Basic Information
- 10.4.2 Bausch Health OTC Eyedrop Product Overview
- 10.4.3 Bausch Health OTC Eyedrop Product Market Performance
- 10.4.4 Bausch Health Business Overview
- 10.4.5 Bausch Health Recent Developments

## 10.5 URSAPHARM

- 10.5.1 URSAPHARM OTC Eyedrop Basic Information
- 10.5.2 URSAPHARM OTC Eyedrop Product Overview
- 10.5.3 URSAPHARM OTC Eyedrop Product Market Performance
- 10.5.4 URSAPHARM Business Overview
- 10.5.5 URSAPHARM Recent Developments

## 10.6 OmniVision Pharma

- 10.6.1 OmniVision Pharma OTC Eyedrop Basic Information
- 10.6.2 OmniVision Pharma OTC Eyedrop Product Overview
- 10.6.3 OmniVision Pharma OTC Eyedrop Product Market Performance
- 10.6.4 OmniVision Pharma Business Overview
- 10.6.5 OmniVision Pharma Recent Developments

## 10.7 Rohto

- 10.7.1 Rohto OTC Eyedrop Basic Information
- 10.7.2 Rohto OTC Eyedrop Product Overview
- 10.7.3 Rohto OTC Eyedrop Product Market Performance
- 10.7.4 Rohto Business Overview
- 10.7.5 Rohto Recent Developments

## 10.8 Prestige Consumer Healthcare

- 10.8.1 Prestige Consumer Healthcare OTC Eyedrop Basic Information
- 10.8.2 Prestige Consumer Healthcare OTC Eyedrop Product Overview
- 10.8.3 Prestige Consumer Healthcare OTC Eyedrop Product Market Performance
- 10.8.4 Prestige Consumer Healthcare Business Overview
- 10.8.5 Prestige Consumer Healthcare Recent Developments

## 10.9 LION

- 10.9.1 LION OTC Eyedrop Basic Information
- 10.9.2 LION OTC Eyedrop Product Overview
- 10.9.3 LION OTC Eyedrop Product Market Performance
- 10.9.4 LION Business Overview
- 10.9.5 LION Recent Developments

## 10.10 Kenvue (VISINE)

- 10.10.1 Kenvue (VISINE) OTC Eyedrop Basic Information
- 10.10.2 Kenvue (VISINE) OTC Eyedrop Product Overview
- 10.10.3 Kenvue (VISINE) OTC Eyedrop Product Market Performance
- 10.10.4 Kenvue (VISINE) Business Overview
- 10.10.5 Kenvue (VISINE) Recent Developments

## 10.11 Santen Pharma

- 10.11.1 Santen Pharma OTC Eyedrop Basic Information
- 10.11.2 Santen Pharma OTC Eyedrop Product Overview

- 10.11.3 Santen Pharma OTC Eyedrop Product Market Performance
- 10.11.4 Santen Pharma Business Overview
- 10.11.5 Santen Pharma Recent Developments
- 10.12 CooperVision
  - 10.12.1 CooperVision OTC Eyedrop Basic Information
  - 10.12.2 CooperVision OTC Eyedrop Product Overview
  - 10.12.3 CooperVision OTC Eyedrop Product Market Performance
  - 10.12.4 CooperVision Business Overview
  - 10.12.5 CooperVision Recent Developments
- 10.13 Zhengshiming
  - 10.13.1 Zhengshiming OTC Eyedrop Basic Information
  - 10.13.2 Zhengshiming OTC Eyedrop Product Overview
  - 10.13.3 Zhengshiming OTC Eyedrop Product Market Performance
  - 10.13.4 Zhengshiming Business Overview
  - 10.13.5 Zhengshiming Recent Developments

## **11 OTC EYEDROP MARKET FORECAST BY REGION**

- 11.1 Global OTC Eyedrop Market Size Forecast
- 11.2 Global OTC Eyedrop Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe OTC Eyedrop Market Size Forecast by Country
  - 11.2.3 Asia Pacific OTC Eyedrop Market Size Forecast by Region
  - 11.2.4 South America OTC Eyedrop Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Consumption of OTC Eyedrop by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

- 12.1 Global OTC Eyedrop Market Forecast by Type (2025-2032)
  - 12.1.1 Global Forecasted Sales of OTC Eyedrop by Type (2025-2032)
  - 12.1.2 Global OTC Eyedrop Market Size Forecast by Type (2025-2032)
  - 12.1.3 Global Forecasted Price of OTC Eyedrop by Type (2025-2032)
- 12.2 Global OTC Eyedrop Market Forecast by Application (2025-2032)
  - 12.2.1 Global OTC Eyedrop Sales (K MT) Forecast by Application
  - 12.2.2 Global OTC Eyedrop Market Size (M USD) Forecast by Application (2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. OTC Eyedrop Market Size Comparison by Region (M USD)
- Table 5. Global OTC Eyedrop Sales (K MT) by Manufacturers (2019-2024)
- Table 6. Global OTC Eyedrop Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global OTC Eyedrop Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global OTC Eyedrop Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in OTC Eyedrop as of 2022)
- Table 10. Global Market OTC Eyedrop Average Price (USD/MT) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers OTC Eyedrop Sales Sites and Area Served
- Table 12. Manufacturers OTC Eyedrop Product Type
- Table 13. Global OTC Eyedrop Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of OTC Eyedrop
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. OTC Eyedrop Market Challenges
- Table 22. Global OTC Eyedrop Sales by Type (K MT)
- Table 23. Global OTC Eyedrop Market Size by Type (M USD)
- Table 24. Global OTC Eyedrop Sales (K MT) by Type (2019-2024)
- Table 25. Global OTC Eyedrop Sales Market Share by Type (2019-2024)
- Table 26. Global OTC Eyedrop Market Size (M USD) by Type (2019-2024)
- Table 27. Global OTC Eyedrop Market Size Share by Type (2019-2024)
- Table 28. Global OTC Eyedrop Price (USD/MT) by Type (2019-2024)
- Table 29. Global OTC Eyedrop Sales (K MT) by Application
- Table 30. Global OTC Eyedrop Market Size by Application
- Table 31. Global OTC Eyedrop Sales by Application (2019-2024) & (K MT)
- Table 32. Global OTC Eyedrop Sales Market Share by Application (2019-2024)

Table 33. Global OTC Eyedrop Sales by Application (2019-2024) & (M USD)  
Table 34. Global OTC Eyedrop Market Share by Application (2019-2024)  
Table 35. Global OTC Eyedrop Sales Growth Rate by Application (2019-2024)  
Table 36. Global OTC Eyedrop Sales by Region (2019-2024) & (K MT)  
Table 37. Global OTC Eyedrop Sales Market Share by Region (2019-2024)  
Table 38. North America OTC Eyedrop Sales by Country (2019-2024) & (K MT)  
Table 39. Europe OTC Eyedrop Sales by Country (2019-2024) & (K MT)  
Table 40. Asia Pacific OTC Eyedrop Sales by Region (2019-2024) & (K MT)  
Table 41. South America OTC Eyedrop Sales by Country (2019-2024) & (K MT)  
Table 42. Middle East and Africa OTC Eyedrop Sales by Region (2019-2024) & (K MT)  
Table 43. Global OTC Eyedrop Production (K MT) by Region (2019-2024)  
Table 44. Global OTC Eyedrop Revenue (US\$ Million) by Region (2019-2024)  
Table 45. Global OTC Eyedrop Revenue Market Share by Region (2019-2024)  
Table 46. Global OTC Eyedrop Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 47. North America OTC Eyedrop Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 48. Europe OTC Eyedrop Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 49. Japan OTC Eyedrop Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 50. China OTC Eyedrop Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 51. Alcon OTC Eyedrop Basic Information  
Table 52. Alcon OTC Eyedrop Product Overview  
Table 53. Alcon OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)  
Table 54. Alcon Business Overview  
Table 55. Alcon OTC Eyedrop SWOT Analysis  
Table 56. Alcon Recent Developments  
Table 57. AbbVie OTC Eyedrop Basic Information  
Table 58. AbbVie OTC Eyedrop Product Overview  
Table 59. AbbVie OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)  
Table 60. AbbVie Business Overview  
Table 61. AbbVie OTC Eyedrop SWOT Analysis  
Table 62. AbbVie Recent Developments  
Table 63. Thea pharmaceuticals OTC Eyedrop Basic Information  
Table 64. Thea pharmaceuticals OTC Eyedrop Product Overview

- Table 65. Thea pharmaceuticals OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 66. Thea pharmaceuticals OTC Eyedrop SWOT Analysis
- Table 67. Thea pharmaceuticals Business Overview
- Table 68. Thea pharmaceuticals Recent Developments
- Table 69. Bausch Health OTC Eyedrop Basic Information
- Table 70. Bausch Health OTC Eyedrop Product Overview
- Table 71. Bausch Health OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 72. Bausch Health Business Overview
- Table 73. Bausch Health Recent Developments
- Table 74. URSAPHARM OTC Eyedrop Basic Information
- Table 75. URSAPHARM OTC Eyedrop Product Overview
- Table 76. URSAPHARM OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 77. URSAPHARM Business Overview
- Table 78. URSAPHARM Recent Developments
- Table 79. OmniVision Pharma OTC Eyedrop Basic Information
- Table 80. OmniVision Pharma OTC Eyedrop Product Overview
- Table 81. OmniVision Pharma OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 82. OmniVision Pharma Business Overview
- Table 83. OmniVision Pharma Recent Developments
- Table 84. Rohto OTC Eyedrop Basic Information
- Table 85. Rohto OTC Eyedrop Product Overview
- Table 86. Rohto OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 87. Rohto Business Overview
- Table 88. Rohto Recent Developments
- Table 89. Prestige Consumer Healthcare OTC Eyedrop Basic Information
- Table 90. Prestige Consumer Healthcare OTC Eyedrop Product Overview
- Table 91. Prestige Consumer Healthcare OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 92. Prestige Consumer Healthcare Business Overview
- Table 93. Prestige Consumer Healthcare Recent Developments
- Table 94. LION OTC Eyedrop Basic Information
- Table 95. LION OTC Eyedrop Product Overview
- Table 96. LION OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 97. LION Business Overview

Table 98. LION Recent Developments

Table 99. Kenvue (VISINE) OTC Eyedrop Basic Information

Table 100. Kenvue (VISINE) OTC Eyedrop Product Overview

Table 101. Kenvue (VISINE) OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 102. Kenvue (VISINE) Business Overview

Table 103. Kenvue (VISINE) Recent Developments

Table 104. Santen Pharma OTC Eyedrop Basic Information

Table 105. Santen Pharma OTC Eyedrop Product Overview

Table 106. Santen Pharma OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 107. Santen Pharma Business Overview

Table 108. Santen Pharma Recent Developments

Table 109. CooperVision OTC Eyedrop Basic Information

Table 110. CooperVision OTC Eyedrop Product Overview

Table 111. CooperVision OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 112. CooperVision Business Overview

Table 113. CooperVision Recent Developments

Table 114. Zhengshiming OTC Eyedrop Basic Information

Table 115. Zhengshiming OTC Eyedrop Product Overview

Table 116. Zhengshiming OTC Eyedrop Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 117. Zhengshiming Business Overview

Table 118. Zhengshiming Recent Developments

Table 119. Global OTC Eyedrop Sales Forecast by Region (2025-2032) & (K MT)

Table 120. Global OTC Eyedrop Market Size Forecast by Region (2025-2032) & (M USD)

Table 121. North America OTC Eyedrop Sales Forecast by Country (2025-2032) & (K MT)

Table 122. North America OTC Eyedrop Market Size Forecast by Country (2025-2032) & (M USD)

Table 123. Europe OTC Eyedrop Sales Forecast by Country (2025-2032) & (K MT)

Table 124. Europe OTC Eyedrop Market Size Forecast by Country (2025-2032) & (M USD)

Table 125. Asia Pacific OTC Eyedrop Sales Forecast by Region (2025-2032) & (K MT)

Table 126. Asia Pacific OTC Eyedrop Market Size Forecast by Region (2025-2032) & (M USD)

Table 127. South America OTC Eyedrop Sales Forecast by Country (2025-2032) & (K MT)

Table 128. South America OTC Eyedrop Market Size Forecast by Country (2025-2032) & (M USD)

Table 129. Middle East and Africa OTC Eyedrop Consumption Forecast by Country (2025-2032) & (Units)

Table 130. Middle East and Africa OTC Eyedrop Market Size Forecast by Country (2025-2032) & (M USD)

Table 131. Global OTC Eyedrop Sales Forecast by Type (2025-2032) & (K MT)

Table 132. Global OTC Eyedrop Market Size Forecast by Type (2025-2032) & (M USD)

Table 133. Global OTC Eyedrop Price Forecast by Type (2025-2032) & (USD/MT)

Table 134. Global OTC Eyedrop Sales (K MT) Forecast by Application (2025-2032)

Table 135. Global OTC Eyedrop Market Size Forecast by Application (2025-2032) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of OTC Eyedrop
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global OTC Eyedrop Market Size (M USD), 2019-2032
- Figure 5. Global OTC Eyedrop Market Size (M USD) (2019-2032)
- Figure 6. Global OTC Eyedrop Sales (K MT) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. OTC Eyedrop Market Size by Country (M USD)
- Figure 11. OTC Eyedrop Sales Share by Manufacturers in 2023
- Figure 12. Global OTC Eyedrop Revenue Share by Manufacturers in 2023
- Figure 13. OTC Eyedrop Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market OTC Eyedrop Average Price (USD/MT) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by OTC Eyedrop Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global OTC Eyedrop Market Share by Type
- Figure 18. Sales Market Share of OTC Eyedrop by Type (2019-2024)
- Figure 19. Sales Market Share of OTC Eyedrop by Type in 2023
- Figure 20. Market Size Share of OTC Eyedrop by Type (2019-2024)
- Figure 21. Market Size Market Share of OTC Eyedrop by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global OTC Eyedrop Market Share by Application
- Figure 24. Global OTC Eyedrop Sales Market Share by Application (2019-2024)
- Figure 25. Global OTC Eyedrop Sales Market Share by Application in 2023
- Figure 26. Global OTC Eyedrop Market Share by Application (2019-2024)
- Figure 27. Global OTC Eyedrop Market Share by Application in 2023
- Figure 28. Global OTC Eyedrop Sales Growth Rate by Application (2019-2024)
- Figure 29. Global OTC Eyedrop Sales Market Share by Region (2019-2024)
- Figure 30. North America OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 31. North America OTC Eyedrop Sales Market Share by Country in 2023
- Figure 32. U.S. OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)

- Figure 33. Canada OTC Eyedrop Sales (K MT) and Growth Rate (2019-2024)
- Figure 34. Mexico OTC Eyedrop Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 36. Europe OTC Eyedrop Sales Market Share by Country in 2023
- Figure 37. Germany OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 38. France OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 39. U.K. OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 40. Italy OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 41. Russia OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 42. Asia Pacific OTC Eyedrop Sales and Growth Rate (K MT)
- Figure 43. Asia Pacific OTC Eyedrop Sales Market Share by Region in 2023
- Figure 44. China OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 45. Japan OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 46. South Korea OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 47. India OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 48. Southeast Asia OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 49. South America OTC Eyedrop Sales and Growth Rate (K MT)
- Figure 50. South America OTC Eyedrop Sales Market Share by Country in 2023
- Figure 51. Brazil OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 52. Argentina OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 53. Columbia OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 54. Middle East and Africa OTC Eyedrop Sales and Growth Rate (K MT)
- Figure 55. Middle East and Africa OTC Eyedrop Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 57. UAE OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 58. Egypt OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 59. Nigeria OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 60. South Africa OTC Eyedrop Sales and Growth Rate (2019-2024) & (K MT)
- Figure 61. Global OTC Eyedrop Production Market Share by Region (2019-2024)
- Figure 62. North America OTC Eyedrop Production (K MT) Growth Rate (2019-2024)
- Figure 63. Europe OTC Eyedrop Production (K MT) Growth Rate (2019-2024)
- Figure 64. Japan OTC Eyedrop Production (K MT) Growth Rate (2019-2024)
- Figure 65. China OTC Eyedrop Production (K MT) Growth Rate (2019-2024)
- Figure 66. Global OTC Eyedrop Sales Forecast by Volume (2019-2032) & (K MT)
- Figure 67. Global OTC Eyedrop Market Size Forecast by Value (2019-2032) & (M USD)
- Figure 68. Global OTC Eyedrop Sales Market Share Forecast by Type (2025-2032)
- Figure 69. Global OTC Eyedrop Market Share Forecast by Type (2025-2032)
- Figure 70. Global OTC Eyedrop Sales Forecast by Application (2025-2032)
- Figure 71. Global OTC Eyedrop Market Share Forecast by Application (2025-2032)

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