

Global OTC Dry Eye Drops Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global OTC Dry Eye Drops market size was valued at US\$ 2747 million in 2025 and is forecast to a readjusted size of US\$ 3496 million by 2032 with a CAGR of 3.4% during review period.

This report studies OTC dry eyedrop market. OTC eyedrops refer to eyedrops dispensed without a prescription. Over-the-counter eye drops offer a convenient assortment for various eye health needs. In 2025, global OTC Dry Eye Drops production reached approximately 178,000 k units, with an average global market price of around 15 US\$/ Unit. The production capacity of OTC Dry Eye Drops reaches 222,500 k units, and the industry's gross profit margin is approximately between 50% and 70%.

The OTC dry eye drop market continues to expand, mainly driven by lifestyle and environmental factors such as the significant increase in global screen time, the aging population, and the prevalence of air pollution and dry environments, leading to the increasing prevalence and younger age of dry eye symptoms. At the same time, the public's increasing attention to eye health and visual comfort is prompting consumers to actively seek convenient, safe, and self-administered relief solutions. In addition, the extensive coverage of pharmacy channels, the rapid development of e-commerce retail, and the upgrading of products towards preservative-free, highly moisturizing, and multifunctional products have further lowered the barriers to use and improved the user experience.

This report is a detailed and comprehensive analysis for global OTC Dry Eye Drops market. Both quantitative and qualitative analyses are presented by manufacturers, by

region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global OTC Dry Eye Drops market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global OTC Dry Eye Drops market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global OTC Dry Eye Drops market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global OTC Dry Eye Drops market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for OTC Dry Eye Drops
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global OTC Dry Eye Drops market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Alcon, Bausch Health, AbbVie, Santen Pharma, CooperVision, Thea pharmaceuticals, OmniVision Pharma, URSAPHARM, Rohto, Prestige Consumer Healthcare, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

OTC Dry Eye Drops market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Sodium Hyaluronate Eye Drops

Sodium Carboxymethylcellulose Eye Drops

Others

Market segment by Preservative

Preservative-free

Contains Preservatives

Market segment by Target Audience

Post-operative Patients

Contact Lens Wearers

Others

Market segment by Application

Teenagers

Middle Age

Older Adult

Major players covered

Alcon

Bausch Health

AbbVie

Santen Pharma

CooperVision

Thea pharmaceuticals

OmniVision Pharma

URSAPHARM

Rohto

Prestige Consumer Healthcare

LION

Kenvue (Visine)

Zhenshiming Pharmaceutical

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe OTC Dry Eye Drops product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of OTC Dry Eye Drops, with price, sales quantity, revenue, and global market share of OTC Dry Eye Drops from 2021 to 2026.

Chapter 3, the OTC Dry Eye Drops competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the OTC Dry Eye Drops breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and OTC Dry Eye Drops market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of OTC Dry Eye Drops.

Chapter 14 and 15, to describe OTC Dry Eye Drops sales channel, distributors, customers, research findings and conclusion.

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