

Global OTC Eyedrop 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 Eyedrop market size was valued at US\$ 4149 million in 2025 and is forecast to a readjusted size of US\$ 6072 million by 2032 with a CAGR of 5.7% during review period.

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.

One of the key drivers of the OTC eyedrop market is the increasing prevalence of eye conditions such as dry eye syndrome, eye allergies, and irritation caused by prolonged screen time and environmental factors. With more people using digital devices for extended periods, demand for eyedrops to relieve discomfort and provide moisture has surged. Additionally, the aging population is contributing to the growth of this market, as older adults are more likely to experience eye issues, making OTC solutions a convenient, accessible option for symptom relief.

A significant challenge in the OTC eyedrop market is the potential for consumer confusion and misuse. With a wide variety of products available, including drops for dry eyes, redness, and allergies, consumers may struggle to choose the right formulation for their needs. Misuse or overuse of certain products, especially those containing preservatives or vasoconstrictors, can lead to adverse effects, such as increased eye

irritation or dependency. This challenge is compounded by the presence of counterfeit or substandard products, which can further erode consumer confidence.

Alcon, AbbVie, Thea pharmaceuticals, Bausch Health, URSAPHARM, OmniVision Pharma, Rohto, Prestige Consumer Healthcare, LION, Kenvue (VISINE), Santen Pharma, CooperVision, Zhenshiming are the key manufactures in the global OTC Eyedrop market. Among them, Alcon is the largest manufacturer, its revenue share of global market exceeds 21.76% in 2023. The market concentration is high, and top five players accounted for about 60.87% of the world's revenue share.

This report is a detailed and comprehensive analysis for global OTC Eyedrop 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 Eyedrop market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global OTC Eyedrop 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 Eyedrop 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 Eyedrop 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 Eyedrop

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 Eyedrop 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, AbbVie, Thea pharmaceuticals, Bausch Health, URSAPHARM, OmniVision Pharma, Rohto, Prestige Consumer Healthcare, LION, Kenvue (VISINE), etc.

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

Market Segmentation

OTC Eyedrop 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

Contact Lenses Eyedrop

Allergy Eyedrop

Dry Eye Drop

Others

Market segment by Application

Online Pharmacies

Retail Pharmacies

Hospital Pharmacies

Optical Channel

Major players covered

Alcon

AbbVie

Thea pharmaceuticals

Bausch Health

URSAPHARM

OmniVision Pharma

Rohto

Prestige Consumer Healthcare

LION

Kenvue (VISINE)

Santen Pharma

CooperVision

Zhengshiming

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 Eyedrop product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the OTC Eyedrop 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 Eyedrop 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 Eyedrop.

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

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