

U.S. Eye Care Market Size, Share & Trends Analysis Report By Product (Contact Lens, Ocular Health Products), By Mode Of Purchase (Over The Counter, Prescribed), By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Eye Care Market Size & Trends

The U.S. eye care market size was estimated at USD 27.3 billion in 2024 and is expected to grow at a CAGR of 7.1% from 2025 to 2030, driven by a rising prevalence of vision disorders such as myopia, glaucoma, and cataracts. An aging population, with over 54 million adults aged 65 and older, contributes to increased demand for eye care services and products. Technological advancements, including minimally invasive surgical devices and advanced diagnostic tools, are enhancing treatment outcomes. Growing awareness of preventive eye care and the increasing adoption of digital devices are fueling demand for solutions like blue-light-blocking lenses. The U.S. market is further supported by robust healthcare infrastructure and strong investments in ophthalmic research and innovation.

In September 2023, Bausch + Lomb launched its Lumify Eye Illuminations line, featuring hypoallergenic products such as micellar cleansing water, lash and brow serum, and hydra-gel brightening cream. Developed with ophthalmologists and dermatologists, the line prioritizes safety, as demonstrated in over 15,000 applications. Free from harsh chemicals such as parabens, sulfates, and alcohol, these products address growing consumer preferences for gentle, effective eye care solutions.

Another notable development in the U.S. eye care market is the introduction of Iridex Corp's next-generation Iridex 532 and Iridex 577 lasers. Launched in conjunction with the company's 35th anniversary, these advanced platforms incorporate patented MicroPulse Technology and offer multiple treatment modes to address retinal disorders and glaucoma. Featuring an intuitive touchscreen interface, these lasers enhance clinical control and improve treatment precision. The announcement was made ahead of the Hawaiian Eye and Retina 2024 meeting, underscoring Iridex's commitment to innovation and its legacy of providing reliable laser systems to ophthalmologists worldwide. According to David Bruce, President and CEO of Iridex, these lasers represent a pivotal step forward, combining cutting-edge technology with user-centric design to optimize patient care.

In addition, advancements in diagnostic tools and treatment options, such as minimally invasive surgical devices and personalized therapies, are transforming the landscape of eye care. Consumer demand for products that address both functional and cosmetic needs is also shaping market trends. For instance, hypoallergenic and nutrient-enriched products, such as Lumify Eye Illuminations, cater to the growing preference for solutions that are both effective and gentle.

U.S. Eye Care Market Report Segmentation

This report forecasts revenue growth at country levels and analyzes the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. eye care market report based on product, mode of purchase, and distribution channel:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Contact Lenses

Intraocular Lenses

Ocular Health Products

Others

Mode Of Purchase Outlook (Revenue, USD Million, 2018 - 2030)

Prescribed (Rx) Products

Over The Counter (OTC) Products

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Hospitals & Clinics

Retail Stores

Online Stores

Others

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