

# Global OTC Dry Eye Drops Market Growth 2026-2032

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## Abstracts

The global OTC Dry Eye Drops market size is predicted to grow from US\$ 2612 million in 2025 to US\$ 3365 million in 2032; it is expected to grow at a CAGR of 3.6% from 2026 to 2032.

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.

LP Information, Inc. (LPI) ' newest research report, the "OTC Dry Eye Drops Industry Forecast" looks at past sales and reviews total world OTC Dry Eye Drops sales in 2025, providing a comprehensive analysis by region and market sector of projected OTC Dry Eye Drops sales for 2026 through 2032. With OTC Dry Eye Drops sales broken down by region, market sector and sub-sector, this report provides a detailed

analysis in US\$ millions of the world OTC Dry Eye Drops industry.

This Insight Report provides a comprehensive analysis of the global OTC Dry Eye Drops landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on OTC Dry Eye Drops portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global OTC Dry Eye Drops market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for OTC Dry Eye Drops and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global OTC Dry Eye Drops.

This report presents a comprehensive overview, market shares, and growth opportunities of OTC Dry Eye Drops market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Sodium Hyaluronate Eye Drops

Sodium Carboxymethylcellulose Eye Drops

Others

#### Segmentation by Preservative:

Preservative-free

Contains Preservatives

#### Segmentation by Target Audience:

Post-operative Patients

Contact Lens Wearers

Others

#### Segmentation by Application:

Teenagers

Middle Age

Older Adult

#### This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Alcon

Bausch Health

AbbVie

Santen Pharma

CooperVision

Thea pharmaceuticals

OmniVision Pharma

URSAPHARM

Rohto

Prestige Consumer Healthcare

LION

Kenvue (Visine)

Zhenshiming Pharmaceutical

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global OTC Dry Eye Drops market?

What factors are driving OTC Dry Eye Drops market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do OTC Dry Eye Drops market opportunities vary by end market size?

How does OTC Dry Eye Drops break out by Type, by Application?

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