

Artificial Tears Market Assessment, By Product [Sodium Hyaluronate Based Artificial Tears, Polyethylene Glycol-based Tears, Propylene Glycol-based Tears, Oil-based Emulsion Tears, Cellulose Tears, Glycerin Tears], By Dosage Form [Solution, Emulsion, Ointment, Spray, Gel, Suspensions], By Indication [Dry Eye Syndrome, Infections, Allergies, Contact Lens Moisture Retention, UV & Blue Light Protection, Others], By Formulation [Preservative Based, Non-Preservative Based], By Distribution Channel [Hospital Pharmacies, Retail Pharmacies, Ophthalmic Pharmacies, Online Pharmacies], By Region, Opportunities and Forecast, 2017-2031F

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Abstracts

Global artificial tears market size was valued at USD 3.27 billion in 2023, which is expected to reach USD 5.26 billion in 2031, with a CAGR of 6.14% for the forecast period between 2024 and 2031F. The growth of global artificial tears market stems from various elements such as rising incidence of dry eye syndrome influenced by age, prolonged screen exposure, and environmental factors. Moreover, advancements in eye care technology and a progressively aging population prone to dry eye problems significantly propel the expansion of global artificial tears market. Furthermore, changes in lifestyle and heightened awareness regarding eye health play pivotal roles in fostering market growth.

The growth of the global artificial tears market finds its foundation in many factors. Surging prevalence of dry eye syndrome is a pivotal driver behind the upward momentum of global artificial tears market. The increase is notably influenced by diverse elements, encompassing an aging population, prolonged exposure to screens, and environmental circumstances. Advancing age heightens susceptibility to dry eye issues due to alterations in tear production and composition. Similarly, extended screen usage, like computers and smartphones, contributes to eye strain and dryness. Moreover, factors such as pollution and arid climates compound these challenges, further amplifying the demand for artificial tear remedies.

Advancements in eye care technologies significantly propel the expansion of the global artificial tears market. Consistently evolving treatments and therapies present more efficient and tailored approaches to tackle dry eye conditions. Additionally, the ongoing global demographic shift towards an older population substantially contributes to the market growth. As individuals age, the probability of encountering dry eye symptoms surges, escalating the need for artificial tears. Furthermore, evolving lifestyles and heightened awareness regarding eye health play a pivotal role in nurturing the market's trajectory. With increased emphasis on preventive healthcare practices, people actively seek solutions for dry eye discomfort, contributing to sustained market expansion. The intricate interplay of factors collectively propels the upward trajectory of the global artificial tears market.

Rising Incidence of Dry Eye Syndrome

The significant increase in dry eye syndrome prevalence is a primary force driving the rapid expansion of the global artificial tears market. An increase in dry eye instances results from various influences, including an aging population, extended screen usage, and environmental factors. Age-related physiological changes render individuals more susceptible to dry eye issues due to shifts in tear production.

Simultaneously, prolonged screen exposure from devices like computers and smartphones contributes substantially to eye strain and subsequent dryness. Environmental elements such as pollution and dry climates also exacerbate these concerns, amplifying the demand for artificial tear solutions. The rising prevalence of dry eye syndrome is a pivotal catalyst, stimulating continuous advancements and innovations in artificial tear formulations and therapies. These advancements address the expanding needs of individuals seeking relief from widespread ocular conditions.

Technological Advancements

Technological progressiveness acts as a catalyst, propelling the global artificial tears market. Ongoing innovations in eye care technologies consistently produce more efficient and specialized remedies for managing dry eye issues. These breakthroughs transform treatment approaches by presenting enhanced formulations, accurate delivery systems, and improved diagnostic instruments. Advanced technologies facilitate the creation of tailored artificial tear formulations, enhancing effectiveness and comfort for individual patient requirements. The advancements help to widen the market and elevate the standards of artificial tear products, fulfilling the evolving needs of those seeking relief from dry eye symptoms.

For instance, in May 2023, Entod Pharmaceuticals, a research-based Ophthalmic, ENT & Dermatology Pharmaceutical Company, announced the launch of Cyclotears, an eye drop, in India and its various global markets. Based on self-emulsifying drug delivery system (SEDDS) technology, the eye drops are used for patients with inflammatory dry eye disease (DED). The company hails it as the first dry eye therapy in the world that incorporates SEDDS technology.

Government Initiatives

Around the globe, governments are actively launching diverse strategies to strengthen the global artificial tears market. These strategies involve financing research initiatives to progress eye health solutions and stimulate advancements in treatments for ocular conditions. Furthermore, regulatory bodies are adopting favorable policies to expedite the authorization of new artificial tear formulas, fostering market development. Partnerships between public health sectors and industry players drive awareness initiatives, educating people about eye health, and available remedies for ailments such as dry eyes. These combined efforts propel market growth and underscore the importance of ocular health in worldwide public healthcare priorities. For example, the Karnataka State Health Department and the National Programme for Control of Blindness collaborated to create Asha Kirana - Eye Care at Your Doorstep - a groundbreaking program in the Chickballapur area in September 2023. The districts of Kalaburagi, Haveri, and Chamarajanagar are now included in this scheme. The program is an essential first step in closing the accessibility gap for eye health.

Artificial Tears for Dry Eye Disease

The extensive use of artificial tears to address dry eye disease significantly propels the thriving global artificial tears market. As dry eye cases escalate globally, there's an

increased quest for viable solutions. Artificial tears promptly soothe discomfort by moisturizing and lubricating the eyes, easing dryness. Furthermore, the ease of access and convenience of these over-the-counter remedies greatly contribute to their widespread acceptance. As people increasingly seek relief from dry eye symptoms, the artificial tears market expands, meeting the growing demands of a diverse population affected by the widespread eye condition.

For example, Bausch + Lomb, an American Canadian eye health products company, in September 2023, announced the commercial launch of Miebo, an ophthalmic solution containing perfluorohexyl octane that is intended to treat dry eye symptoms by addressing tear evaporation directly. Miebo is a prescription eye drop with just one ingredient that distributes easily and fast, minimizing tear evaporation at the ocular surface. It is free of water, preservatives, and steroids.

Growing Demand for Glycerin Tears

The global artificial tears market is experiencing a rise in the request for glycerin-infused variants. Heightened demand arises from the exceptional moisturizing qualities inherent in glycerin, which is particularly beneficial for managing dry eyes. Glycerin-based tears emulate the eye's natural tear film, ensuring prolonged hydration and proficiently relieving discomfort. The increasing preference for these artificial tears is driven by their ability to effectively sustain ocular moisture levels, presenting a comprehensive solution for dryness. As individuals actively pursue dependable remedies for dry eye symptoms, the distinct attributes of glycerin-based tears position them prominently, fueling their amplified adoption in the global artificial tears market.

For instance, in March 2023, Avenova Pharmaceuticals, Inc. and Eyeganics announced a collaboration to market OTC Organic Tears (0.2% organic glycerin) via Avenova's physician-dispensed channel and on Avenova.com. Organic Tears is a lubricating eye drop approved by the USDA as 100% organic and devoid of preservatives, it contains neither artificial chemicals nor additions. Compared to other preservative-free artificial tears found in single-use vials, Organic Tears are more affordable and convenient due to their breakthrough technology that dispenses more than 250 drops in each bottle of 10 ml quantity of product, available for USD 29.

Future Market Scenario

The prospects for the global artificial tears market are notably optimistic, driven by several key elements. Increasing prevalence of conditions like dry eye syndrome, linked

to factors such as aging populations and heightened screen usage, continue to broaden the market's reach. Additionally, ongoing advancements in eye care technologies hold the promise of novel formulations and delivery methods, enhancing the effectiveness of artificial tear remedies. Moreover, increasing awareness regarding ocular health and the availability of easily accessible over-the-counter artificial tears propel market expansion.

Furthermore, the pursuit of improved formulations, including preservative-free variants and those tailored for specific dry eye variations, fosters market growth and diversification. The evolution caters to the changing requirements of a broader demographic seeking relief from dry eye discomfort, ensuring sustained growth and ongoing innovation in the artificial tears market.

Key Players Landscape and Outlook

The top firms in global artificial tears market are actively engaging in merger and acquisition tactics. These initiatives encompass larger corporations collaborating or buying smaller enterprises to diversify their product ranges, bolster research potential, and extend market presence. These strategic maneuvers facilitate entry to innovative technologies and various products, cultivating competitive edges. Moreover, mergers and acquisitions allow companies to fortify their standings, leverage synergies, and streamline operations, reinforcing their positions in the ever-evolving artificial tears sector.

For example, in July 2023, Bausch acquired Johnson & Johnson Vision's Blink product line of eye and contact lens drops + Lomb Corporation, a renowned worldwide eye health firm committed to enabling people to see better to live better. The company's ongoing efforts to improve consumer convenience for over-the-counter (OTC) eye care is exemplified by this strategic purchase. With the addition of Blink, the company's extensive portfolio of over-the-counter eye care brands has expanded, giving consumers and eye care professionals even more options.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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