

# Global Artificial Tears Market Research and Forecast 2018-2023

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# **Abstracts**

The Artificial tears market is expected to grow significantly during the forecast period (2018-2023). Artificial tears lubricate the ocular surface reduce tear osmolarity and protect the ocular surface from desiccation. The market is growing due to the impact of some factors such as growing dry eye syndrome (DES) coupled with geriatric population. As aging results in weaker eyesight, people are more at risk of ophthalmic disorders such as dry eye syndrome.

The rising use of contact lenses, digital workloads, and innovation in the product creates future opportunities for the growth of the market. However, there are some factors that act as barriers for the growth of the market such as side effects of the artificial tears and lack of the awareness among people across the globe.

Global artificial tears market is segmented on the basis of types, delivery method and application. On the basis of types, the market is further diversified as cellulose derived tears, glycerin derived tears, oil-based emulsion tears and polyethylene glycol and propylene glycol-based tears. Based on the delivery method, the market is bifurcated as eye drops and ointments. According to the application, the market is further subdivided as dry eyes treatment and contact lenses moisture. Among all the types, glycerin derived tears segment is expected to hold the major share owing to its capability of keeping eyes moist for long time.

Considering the regional outlook market is divided into North America, Europe, Asia Pacific and Rest of the world. Asia Pacific creates more growth opportunities due to an increase in geriatric population and rising incidences of DES. North America and Europe covers the significant market share with their ability of advanced technology, innovation in the products and awareness among people.



The companies contributing in the global market consists of Akron Inc., Allergan plc, Novartis International AG, Johnson & Johnson, Ocusoft Inc., Aura lab Ltd., and Carl Zeiss AG.

# Research Methodology

The market study of artificial tears market is incorporated by extensive primary and secondary research conducted by research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report country level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior, and macro-economic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders and industry experts. Primary research brings the authenticity in our reports.

#### Secondary sources include:

Financial reports of companies involved in the market

Authentic Public Databases such as American Optometric Association, American Academy of Ophthalmology and others.

Whitepapers, research-papers, and news blogs

Company websites and their product catalogue

The report is intended for drug manufacturers, healthcare provider, government organizations for overall market analysis, and competitive analysis. The report provides in-depth analysis on pricing, market size, intended quality of the product preferred by consumers and initial norms. The report will serve as a source for delivering insights into the market for better business decisions.



## Market Segmentation:

Global Artificial tears market is segmented on the basis of regional outlook and following segments:

- 1. Global Artificial tears Market Research and Analysis, By Type
- 2. Global Artificial tears Market Research and Analysis, By Delivery Method
- 3. Global Artificial tears Market Research and Analysis, By Application
- 4. Global Artificial tears Market Research and Analysis, By Region

#### THE REPORT COVERS:

Comprehensive research methodology of global artificial tears

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the global artificial tears market.

Insights about market determinants which are stimulating the global artificial tears market.



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