

# **Eye Health & Vision Support Products Market Forecasts to 2032 - Global Analysis By Product Type (Dietary Supplements, Vision Support Devices & Products, and Other Product Types), Formulation, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Eye Health & Vision Support Products Market is accounted for \$2.14 billion in 2025 and is expected to reach \$3.51 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Eye Health & Vision Support Products encompass consumer-focused solutions formulated to promote healthy eyesight and optimal eye function. This category includes supplements, fortified foods and drinks, ocular care products, and vision protection solutions enriched with essential nutrients and bioactive compounds. These products are developed to reduce eye fatigue, manage dryness, counter digital screen exposure, and slow age-associated visual deterioration. By supporting daily eye comfort and long-term ocular performance, they cater to preventive care needs for diverse populations.

### **Market Dynamics:**

Driver:

Rise of preventive healthcare

Consumers are increasingly aware of the importance of regular eye care in preventing vision impairment and age-related ocular conditions. Rising screen time, lifestyle-related eye strain, and early onset of vision disorders are encouraging proactive

supplementation and eye wellness routines. Governments and healthcare organizations are promoting preventive vision screenings and nutritional support. Advances in diagnostic technologies are enabling early detection of eye conditions, further reinforcing preventive approaches. Functional ingredients such as lutein, zeaxanthin, and omega-3 fatty acids are gaining popularity for long-term eye protection. This shift toward prevention is driving sustained growth across both developed and emerging markets.

#### Restraint:

##### Lack of long-term clinical evidence

Many dietary supplements rely on short-duration studies that do not fully demonstrate sustained efficacy. Regulatory authorities often require robust scientific evidence, creating challenges for product approval and claims substantiation. Variability in study outcomes across populations also raises concerns about consistency. Healthcare professionals may hesitate to recommend products lacking strong clinical backing. This uncertainty can reduce consumer confidence and slow adoption rates. As a result, market players must invest heavily in research to strengthen credibility.

#### Opportunity:

##### Personalized vision care

Advances in genomics, digital eye diagnostics, and AI-driven assessments are enabling tailored eye care solutions. Consumers are increasingly seeking customized supplements and formulations based on age, lifestyle, and specific vision needs. Wearable devices and mobile apps are supporting personalized monitoring of eye health. Companies are leveraging data analytics to develop targeted products for conditions such as dry eye, blue-light exposure, and macular health. This customization enhances treatment effectiveness and customer engagement. As precision healthcare expands, personalized vision care is expected to gain rapid traction.

#### Threat:

##### Product recalls and quality control issues

Eye health supplements and products must adhere to strict safety and quality standards to avoid adverse effects. Contamination, inaccurate labeling, or inconsistent ingredient

quality can trigger regulatory actions. Recalls not only result in financial losses but also damage brand reputation. Increasing global scrutiny on nutraceutical manufacturing is raising compliance pressure. Supply chain complexity further elevates the risk of quality lapses. Without robust quality control systems, companies may face long-term trust deficits.

### **Covid-19 Impact:**

The COVID-19 pandemic had a mixed impact on the eye health and vision support products market. Lockdowns and supply chain disruptions temporarily affected manufacturing and distribution. Reduced access to eye clinics delayed routine vision check-ups and diagnoses. However, increased screen exposure during remote work and online education heightened eye strain concerns. This led to growing consumer interest in eye supplements and protective products. E-commerce channels gained prominence as consumers shifted to online purchases. Post-pandemic, the market is focusing on digital engagement, resilience, and preventive eye care solutions.

The dietary supplements segment is expected to be the largest during the forecast period

The dietary supplements segment is expected to account for the largest market share during the forecast period. This segment benefits from high consumer acceptance and ease of daily consumption. Supplements containing vitamins, minerals, carotenoids, and omega-3s are widely used for maintaining vision health. Rising awareness of age-related eye disorders is fueling consistent demand. Preventive healthcare trends are encouraging long-term supplement usage. The availability of diverse formulations such as capsules, gummies, and powders supports broad adoption.

The online pharmacies segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online pharmacies segment is predicted to witness the highest growth rate. Increasing internet penetration and smartphone usage are improving access to digital health platforms. Consumers prefer online channels for convenience, privacy, and competitive pricing. Subscription models and doorstep delivery are enhancing customer retention. Online platforms also provide access to detailed product information and reviews. The integration of teleconsultation services is further boosting online purchases.

### Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. High awareness of eye health and preventive care supports strong demand. The region has a well-established nutraceutical and dietary supplement industry. Rising prevalence of age-related vision disorders is driving product adoption. Strong regulatory frameworks ensure product quality and consumer trust. Technological advancements in eye care diagnostics support early intervention.

### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization and increasing screen exposure are contributing to rising vision-related issues. Growing middle-class populations are spending more on health and wellness products. Improved healthcare infrastructure is supporting wider product availability. Government initiatives are promoting preventive healthcare and nutrition awareness. Expanding e-commerce platforms are enhancing market penetration.

### Key players in the market

Some of the key players in Eye Health & Vision Support Products Market include Bausch & Lomb, Johnson & Johnson Vision, Pfizer Inc., EssilorLuxottica S.A., Vitabiotics Ltd., The Cooper Companies, The Nature's Bounty Co., Alcon Inc., Amway International, Nordic Naturals Inc., ZeaVision LLC, Blackmores Limited, Kemin Industries, Inc., NOW Foods, and Herbalife Nutrition Ltd.

### Key Developments:

In January 2026, Bausch + Lomb Corporation are launching its fifth annual fundraising challenge with Glaucoma Research Foundation (GRF) during Glaucoma Awareness Month in January. Bausch + Lomb will also sponsor The Glaucoma Foundation's (TGF) social media campaign to raise awareness of the disease and its impact by highlighting a glaucoma patient or advocate every day in January.

In December 2025, Pfizer Inc. announced it has entered into an exclusive global collaboration and license agreement with YaoPharma, a subsidiary of Shanghai Fosun Pharmaceutical (Group) Co., Limited (02196.HK and 600196.SH), a leading innovation-driven global healthcare company, for the development, manufacturing and commercialization of YP05002, a small molecule glucagon-like peptide 1 (GLP-1)

receptor agonist currently in Phase 1 development for chronic weight management.

#### Product Types Covered:

Dietary Supplements

Vision Support Devices & Products

Other Product Types

#### Formulations Covered:

Tablets

Capsules

Powder

Softgels

Liquid

#### Distribution Channels Covered:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Hypermarkets & Supermarkets

Specialty Stores

#### Applications Covered:

Age-Related Macular Degeneration (AMD)

Cataracts

Dry Eye Syndrome

Glaucoma

Diabetic Retinopathy

Eye Fatigue & Digital Eye Strain

Other Applications

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Dietary Supplements
  - 5.2.1 Antioxidants
  - 5.2.2 Lutein & Zeaxanthin
  - 5.2.3 Omega-3 Fatty Acids
  - 5.2.4 Coenzyme Q10
  - 5.2.5 Flavonoids
  - 5.2.6 Alpha-Lipoic Acid
  - 5.2.7 Astaxanthin
- 5.3 Vision Support Devices & Products
  - 5.3.1 Optical Devices
  - 5.3.2 Vision Care Accessories
- 5.4 Other Product Types

## **6 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY FORMULATION**

- 6.1 Introduction
- 6.2 Tablets
- 6.3 Capsules
- 6.4 Powder
- 6.5 Softgels
- 6.6 Liquid

## **7 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Hospital Pharmacies
- 7.3 Retail Pharmacies
- 7.4 Online Pharmacies
- 7.5 Hypermarkets & Supermarkets
- 7.6 Specialty Stores

## **8 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY**

## **APPLICATION**

- 8.1 Introduction
- 8.2 Age-Related Macular Degeneration (AMD)
- 8.3 Cataracts
- 8.4 Dry Eye Syndrome
- 8.5 Glaucoma
- 8.6 Diabetic Retinopathy
- 8.7 Eye Fatigue & Digital Eye Strain
- 8.8 Other Applications

## **9 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Adults
- 9.3 Seniors
- 9.4 Children
- 9.5 Healthcare Providers
- 9.6 Other End Users

## **10 GLOBAL EYE HEALTH & VISION SUPPORT PRODUCTS MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China

- 10.4.3 India
- 10.4.4 Australia
- 10.4.5 New Zealand
- 10.4.6 South Korea
- 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa
  - 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 Bausch & Lomb
- 12.2 Johnson & Johnson Vision
- 12.3 Pfizer Inc.
- 12.4 EssilorLuxottica S.A.
- 12.5 Vitabiotics Ltd.
- 12.6 The Cooper Companies
- 12.7 The Nature's Bounty Co.
- 12.8 Alcon Inc.
- 12.9 Amway International
- 12.10 Nordic Naturals Inc.
- 12.11 ZeaVision LLC
- 12.12 Blackmores Limited

12.13 Kemin Industries, Inc.

12.14 NOW Foods

12.15 Herbalife Nutrition Ltd.

## List Of Tables

### LIST OF TABLES

Table 1 Global Eye Health & Vision Support Products Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Eye Health & Vision Support Products Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Eye Health & Vision Support Products Market Outlook, By Dietary Supplements (2024-2032) (\$MN)

Table 4 Global Eye Health & Vision Support Products Market Outlook, By Antioxidants (2024-2032) (\$MN)

Table 5 Global Eye Health & Vision Support Products Market Outlook, By Lutein & Zeaxanthin (2024-2032) (\$MN)

Table 6 Global Eye Health & Vision Support Products Market Outlook, By Omega-3 Fatty Acids (2024-2032) (\$MN)

Table 7 Global Eye Health & Vision Support Products Market Outlook, By Coenzyme Q10 (2024-2032) (\$MN)

Table 8 Global Eye Health & Vision Support Products Market Outlook, By Flavonoids (2024-2032) (\$MN)

Table 9 Global Eye Health & Vision Support Products Market Outlook, By Alpha-Lipoic Acid (2024-2032) (\$MN)

Table 10 Global Eye Health & Vision Support Products Market Outlook, By Astaxanthin (2024-2032) (\$MN)

Table 11 Global Eye Health & Vision Support Products Market Outlook, By Vision Support Devices & Products (2024-2032) (\$MN)

Table 12 Global Eye Health & Vision Support Products Market Outlook, By Optical Devices (2024-2032) (\$MN)

Table 13 Global Eye Health & Vision Support Products Market Outlook, By Vision Care Accessories (2024-2032) (\$MN)

Table 14 Global Eye Health & Vision Support Products Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 15 Global Eye Health & Vision Support Products Market Outlook, By Formulation (2024-2032) (\$MN)

Table 16 Global Eye Health & Vision Support Products Market Outlook, By Tablets (2024-2032) (\$MN)

Table 17 Global Eye Health & Vision Support Products Market Outlook, By Capsules (2024-2032) (\$MN)

Table 18 Global Eye Health & Vision Support Products Market Outlook, By Powder

(2024-2032) (\$MN)

Table 19 Global Eye Health & Vision Support Products Market Outlook, By Softgels (2024-2032) (\$MN)

Table 20 Global Eye Health & Vision Support Products Market Outlook, By Liquid (2024-2032) (\$MN)

Table 21 Global Eye Health & Vision Support Products Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 22 Global Eye Health & Vision Support Products Market Outlook, By Hospital Pharmacies (2024-2032) (\$MN)

Table 23 Global Eye Health & Vision Support Products Market Outlook, By Retail Pharmacies (2024-2032) (\$MN)

Table 24 Global Eye Health & Vision Support Products Market Outlook, By Online Pharmacies (2024-2032) (\$MN)

Table 25 Global Eye Health & Vision Support Products Market Outlook, By Hypermarkets & Supermarkets (2024-2032) (\$MN)

Table 26 Global Eye Health & Vision Support Products Market Outlook, By Specialty Stores (2024-2032) (\$MN)

Table 27 Global Eye Health & Vision Support Products Market Outlook, By Application (2024-2032) (\$MN)

Table 28 Global Eye Health & Vision Support Products Market Outlook, By Age-Related Macular Degeneration (AMD) (2024-2032) (\$MN)

Table 29 Global Eye Health & Vision Support Products Market Outlook, By Cataracts (2024-2032) (\$MN)

Table 30 Global Eye Health & Vision Support Products Market Outlook, By Dry Eye Syndrome (2024-2032) (\$MN)

Table 31 Global Eye Health & Vision Support Products Market Outlook, By Glaucoma (2024-2032) (\$MN)

Table 32 Global Eye Health & Vision Support Products Market Outlook, By Diabetic Retinopathy (2024-2032) (\$MN)

Table 33 Global Eye Health & Vision Support Products Market Outlook, By Eye Fatigue & Digital Eye Strain (2024-2032) (\$MN)

Table 34 Global Eye Health & Vision Support Products Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 35 Global Eye Health & Vision Support Products Market Outlook, By End User (2024-2032) (\$MN)

Table 36 Global Eye Health & Vision Support Products Market Outlook, By Adults (2024-2032) (\$MN)

Table 37 Global Eye Health & Vision Support Products Market Outlook, By Seniors (2024-2032) (\$MN)

Table 38 Global Eye Health & Vision Support Products Market Outlook, By Children (2024-2032) (\$MN)

Table 39 Global Eye Health & Vision Support Products Market Outlook, By Healthcare Providers (2024-2032) (\$MN)

Table 40 Global Eye Health & Vision Support Products Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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