

# **Pet Eye Care Market Forecasts to 2034 – Global Analysis By Product (Ophthalmic Drugs, Eye Care Solutions & Cleaners, Nutritional Supplements, and Protective Eyewear), Equipment, Indication, Route of Administration, Animal Type, End User, Distribution Channel, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Eye Care Market is accounted for \$2.0 billion in 2026 and is expected to reach \$3.8 billion by 2034 growing at a CAGR of 7.8% during the forecast period. Pet eye care encompasses a range of pharmaceutical and therapeutic products designed to diagnose, treat, and manage ocular conditions in companion animals including dogs, cats, and horses. Common ailments such as cataracts, glaucoma, conjunctivitis, dry eye, and corneal ulcers are driving increased veterinary attention and owner awareness. The market includes topical solutions, oral medications, and injectable therapies administered in clinical or home settings. Rising pet ownership, humanization of pets and advancements in veterinary ophthalmology collectively contribute to the expanding demand for specialized eye care solutions across global markets.

Market Dynamics:

Driver:

Increasing pet ownership and pet humanization trends

Rising numbers of households adopting companion animals, coupled with the growing tendency to treat pets as family members, directly fuels demand for advanced medical care including ophthalmology. Owners who consider their dogs and cats as integral family members are more willing to invest in specialized treatments, routine checkups, and surgical interventions for eye conditions that would have previously been overlooked. This emotional bond translates into higher veterinary spending across

developed economies, with pet health insurance penetration also rising. As awareness of treatable eye diseases spreads through online pet communities and veterinary social media, owners proactively seek care, expanding the addressable patient population for pharmaceutical and therapeutic eye products.

**Restraint:**

**High cost of advanced ophthalmic treatments**

Specialized veterinary eye surgeries, diagnostic equipment, and prescription medications remain prohibitively expensive for many pet owners, limiting market accessibility. Veterinary ophthalmology requires referral to specialists, increasing consultation fees, while procedures such as cataract surgery or corneal grafting can cost thousands of dollars. Pharmaceutical treatments, particularly newer formulations, carry premium pricing due to limited generic alternatives and stringent regulatory approvals. In regions without pet insurance penetration, owners may opt for basic symptomatic relief rather than definitive care. This cost barrier disproportionately affects lower-income households and contributes to treatment abandonment, restraining potential market expansion despite growing awareness of available treatments.

**Opportunity:**

**Development of novel drug delivery systems**

Innovations in ophthalmic drug delivery present significant opportunities to improve treatment adherence and therapeutic outcomes for common pet eye diseases. Sustained-release implants, punctal plugs, and contact lens-based delivery systems can reduce the frequency of topical applications, addressing the challenge of administering eye drops multiple times daily to uncooperative animals. Long-acting injectable formulations for conditions like glaucoma reduce veterinary visit burdens while maintaining consistent drug levels. These technological advances enhance owner convenience and treatment compliance, potentially expanding the addressable market among pet owners who previously found daily medication regimens impractical. Companies investing in proprietary delivery platforms may capture significant market share in this underserved segment.

**Threat:**

**Increasing antimicrobial resistance in ocular infections**

Widespread and sometimes inappropriate use of topical antibiotics in veterinary ophthalmology contributes to rising resistance patterns among common ocular pathogens. Bacteria such as *Staphylococcus* and *Pseudomonas* species frequently implicated in canine and feline conjunctivitis are showing reduced susceptibility to first-line antibiotics, complicating treatment protocols and prolonging infection duration. This resistance necessitates development of newer, more expensive agents or combination therapies, increasing treatment costs and potential side effects. Regulatory scrutiny over antibiotic use in companion animals may also restrict certain product approvals or

require additional demonstration of efficacy against resistant strains. Without proactive antimicrobial stewardship, this trend threatens long-term treatment effectiveness and market sustainability.

#### Covid-19 Impact:

The COVID-19 pandemic had a complex impact on the pet eye care market, initially disrupting routine veterinary visits while ultimately boosting pet ownership and healthcare spending. Lockdowns increased pet adoptions significantly, expanding the long-term patient base. While non-urgent eye consultations were delayed in early 2020, telemedicine consultations for chronic conditions like dry eye enabled continuity of care. The shift toward remote work allowed owners to more easily administer frequent topical medications, improving treatment adherence. As veterinary practices reopened with enhanced safety protocols, pent-up demand for elective procedures generated strong recovery. Overall, the pandemic accelerated the trend toward viewing pets as essential family members requiring comprehensive medical care, including specialized ophthalmology.

The Topical segment is expected to be the largest during the forecast period

The Topical segment is expected to account for the largest market share during the forecast period, driven by the predominance of easily treatable anterior segment diseases including conjunctivitis, keratoconjunctivitis sicca (dry eye), and corneal ulcers. Eye drops, ointments, and gels are typically the first-line therapy prescribed by veterinarians due to their direct application to affected tissues, rapid onset of action, and minimal systemic side effects. Owner preference for non-invasive treatments that can be administered at home without specialized training further supports this segment's dominance. The availability of generic formulations and over-the-counter lubricants also contributes to volume, while ongoing innovation in preservative-free formulations enhances patient comfort and adherence across all animal types.

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

Over the forecast period, the Cats segment is predicted to witness the highest growth rate, reflecting increasing feline ownership and rising awareness of breed-specific ocular conditions in cats. Conditions such as feline herpesvirus-associated conjunctivitis, eosinophilic keratitis, and progressive retinal atrophy are driving specialized veterinary attention. Urbanization and indoor confinement of cats have increased the prevalence of certain eye diseases, while advances in diagnostic imaging enable earlier detection. The growing availability of feline-friendly topical formulations and oral medications improves treatment compliance compared to historically difficult-to-dose cats. As more owners recognize that cats, like dogs, can benefit from aggressive eye care management, this segment accelerates faster than the mature canine market.

#### Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share, supported by high rates of pet ownership, advanced veterinary infrastructure, and widespread pet health insurance adoption. The United States alone has over 85 million pet-owning households, with ophthalmology referrals routinely covered by comprehensive insurance plans. Presence of leading veterinary pharmaceutical companies and specialized animal eye clinics in the region ensures rapid product availability and specialist access. Strong public awareness of treatable eye diseases, driven by veterinary associations and pet health campaigns, encourages early intervention. The region's willingness to spend on advanced diagnostics and surgical procedures continues to sustain North America's dominant market position throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rapidly rising pet ownership in China, India, and Southeast Asian countries, coupled with growing middle-class disposable incomes. Urbanization and smaller family sizes have increased companion animal adoption, while Western-influenced pet humanization trends drive demand for specialized veterinary services. Emerging veterinary schools and specialty training programs are expanding the pool of ophthalmologists and technicians capable of delivering advanced eye care. Government initiatives to strengthen animal healthcare infrastructure and rising domestic manufacturing of affordable pharmaceutical products further accelerate market growth. As awareness campaigns reach previously underserved rural areas, Asia Pacific emerges as the fastest-growing regional market for pet eye care.

Key players in the market

Some of the key players in Pet Eye Care Market include Zoetis Inc., Elanco Animal Health Incorporated, Boehringer Ingelheim International GmbH, Merck & Co., Inc., Virbac, Dechra Pharmaceuticals PLC, Vetoquinol S.A., Ceva Sant? Animale, Hester Biosciences Limited, Ocu-GLO, I-MED Pharma Inc., Akorn Operating Company LLC, Menicon Co., Ltd., Optixcare, and Nutramax Laboratories Veterinary Sciences Inc.

Key Developments:

In April 2026, Elanco launched several new companion animal products, including the Advantage™ Collar, signaling a continued push to diversify its pet health portfolio. This follows a period of heavy R&D investment in "blockbuster" potential products intended for chronic conditions in pets.

In February 2026, Merck Animal Health received the 2025 S&P Global Award for "Best Product: Companion Animal" for NUMELVI®. The award recognized the company's sustained innovation in the pet sector, marking the 8th consecutive year Merck has been honored for its companion animal portfolio.

In January 2026, Boehringer Ingelheim entered a strategic collaboration with Eko Health Inc. to integrate AI-powered diagnostic tools into veterinary practice. While initially

focused on cardiology, the company noted that this AI infrastructure will eventually support broader diagnostic categories, including ophthalmic screening.

Products Covered:

Ophthalmic Drugs

Eye Care Solutions & Cleaners

Nutritional Supplements

Protective Eyewear

Equipments Covered:

Diagnostic Equipment

Surgical Equipment

Ocular Implants & Consumables

Indications Covered:

Conjunctivitis

Dry Eye (Keratoconjunctivitis Sicca)

Corneal Disorders

Glaucoma

Cataract

Retinal & Uveal Disorders

Other Eye Conditions

**Route of Administrations Covered:**

Topical

Oral

Injectable

**Animal Types Covered:**

Dogs

Cats

Horses

Other Pets

**End Users Covered:**

Veterinary Hospitals

Veterinary Clinics

Home Care Settings

Research &amp; Academic Institutes

**Distribution Channels Covered:**

Veterinary Pharmacies

Retail Pharmacies

Pet Specialty Stores

## Online Platforms

### Regions Covered:

#### North America

United States

Canada

Mexico

#### Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

#### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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)

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