

# **North America Dry Eye Products Market Forecast to 2031 - Regional Analysis - by Product (Artificial Tears, Anti-Inflammatory Drugs, Punctal Plugs, Secretagogues, Oral Omega Supplements, and Others), Dosage Form (Eye Drops, Gel, Capsules and Tablets, and Others), Type (OTC and Prescription), and Distribution Channel (Retail Pharmacy, Hospital Pharmacy, and Online Pharmacy)**

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## **Abstracts**

The North America dry eye products market was valued at US\$ 3,825.36 million in 2023 and is expected to reach US\$ 5,587.77 million by 2031; it is estimated to register a CAGR of 4.9% from 2023 to 2031.

### **Rising Prevalence of Dry Eye Fuels North America Dry Eye Products Market**

Dry eye disease (DED) ranks third among the most common reasons for visits to an ophthalmology clinic after refractive errors and cataracts, respectively. The prevalence of dry eye is particularly rising in developed nations. Dry eye is caused by multiple factors that result in discomfort, irritation, and visual disturbance. According to an article published by the American Academy of Ophthalmology, DED affects approximately 1 in 11 people worldwide, with prevalence ranging from 5% to 50% at various ages. According to a press release by Alcon in 2022, the disease affects ~719 million people globally and ~38 million people in the US.

Progressive damage caused to the retina due to diabetic retinopathy further results in DED. According to an article published by the American Academy of Ophthalmology,

~191.0 million people globally are estimated to suffer from diabetic retinopathy by 2030. As per the Centers for Disease Control and Prevention (CDC), approximately 9.6 million people (across all ages) in the US were living with diabetic retinopathy in 2021. Thus, the increasing incidence of diabetic retinopathy is driving the growth of the dry eye products market.

## North America Dry Eye Products Market Overview

The North America dry eye products market is segmented into the US, Canada, and Mexico. The market growth in this region is attributed to the increasing awareness of dry eyes disease (DED), growing aging population, technological advancements, and rising eye disease cases. Moreover, an easy availability of various drugs due to frequent launches of new drugs is one of the key factors propelling the dry eye products market growth in the region.

DED is a common but underdiagnosed condition in the US, and an increase in the population age can be associated with the surging prevalence of this disease. According to the Centers for Disease Control and Prevention (CDC), age-related eye diseases such as cataract, macular degeneration, diabetic retinopathy, and glaucoma are the primary causes of blindness and impaired vision in the US. Other common eye disorders include amblyopia and strabismus. Dry eye disease is expected to affect as many as 2.79 million US men by 2030. Thus, with the rising incidence of dry eye disease, the demand for therapeutic products is on the rise in the country. In January 2021, Kala Pharmaceuticals Inc. launched EYSUVIS 0.25% (loteprednol etabonate ophthalmic suspension) for the short-term (up to two weeks) treatment of dry eye disease symptoms. EYSUVIS is now available in national and regional pharmaceutical distribution centers across the US.

## North America Dry Eye Products Market Revenue and Forecast to 2031 (US\$ Million)

### North America Dry Eye Products Market Segmentation

The North America dry eye products market is categorized into product, dosage form, type, distribution channel, and country.

Based on product, the North America dry eye products market is segmented into artificial tears, anti-inflammatory drugs, punctal plugs, secretagogues, oral omega supplements, and others. The artificial tears segment held the largest North America dry eye products market share in 2023. Furthermore, the anti-inflammatory drugs segment

is subcategorized into cyclosporine, corticosteroid, and others. Additionally, the punctal plugs segment is subsegmented into dissolvable and removable.

In terms of dosage form, the North America dry eye products market is segmented into eye drops, gel, capsules and tablets, and others. The eye drops segment held the largest North America dry eye products market share in 2023.

By type, the North America dry eye products market is bifurcated into OTC and prescription. The OTC segment held a larger North America dry eye products market share in 2023.

Based on distribution channel, the North America dry eye products market is categorized into retail pharmacy, hospital pharmacy, and online pharmacy. The retail pharmacy segment held the largest North America dry eye products market share in 2023.

By country, the North America dry eye products market is segmented into the US, Canada, and Mexico. The US dominated the North America dry eye products market share in 2023.

Santen Pharmaceutical Co Ltd, Johnson & Johnson, OASIS Medical, URSAPHARM Arzneimittel GmbH, Rohto Pharmaceutical Co Ltd, OCuSOFT Inc, Bausch Health Companies Inc, AbbVie Inc, Prestige Consumer Healthcare Inc, Farmigea SpA, and Alcon AG. are some of the leading companies operating in the North America dry eye products market.

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