

OTC Artificial Tears Market Grows Amid Rising Prevalence of Dry Eye Syndrome and Increased Awareness | CAGR of 7.50%

OTC artificial tears market generated \$4,379 million in 2020, and is projected to reach \$6,399.43 million by 2028, growing at a CAGR of 4.94% from 2021 to 2028.

PORTLAND, OR, UNITED STATES, March 5, 2025 /EINPresswire.com/ -- The [Over-the-Counter \(OTC\) Artificial Tears Market](#) is experiencing significant

growth, driven by an increasing prevalence of dry eye syndrome, a surge in screen time due to the digitalization of lifestyles, and growing consumer awareness about eye health. Artificial tears, available without a prescription, have become a go-to solution for millions of individuals seeking relief from eye discomfort caused by dryness, irritation, and environmental factors. OTC artificial tears market generated \$4,379 million in 2020, and is projected to reach \$6,399.43 million by 2028, growing at a CAGR of 4.94% from 2021 to 2028.

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Market Overview

OTC artificial tears market generated \$4,379 million in 2020, and is projected to reach \$6,399.43 million by 2028, growing at a CAGR of 4.94% from 2021 to 2028. Artificial tears also known as ocular lubricants are lubricating eye drops, which are formulated to provide relief from irritation, burning, discomfort, and dryness of the ocular surface. It maintains moisture at the outer surface of the eyes. Over-the-counter (OTC) artificial tears are the eye drops which are available without prescription.

Key Drivers of Market Growth



Rising Prevalence of Dry Eye Syndrome: Dry eye syndrome affects millions of people worldwide due to factors such as aging, prolonged screen exposure, and environmental pollution. Artificial tears provide a convenient solution to alleviate symptoms and restore eye comfort.

Digital Lifestyle Impact: The widespread use of digital devices has led to prolonged screen time, contributing to digital eye strain and dryness. This trend has significantly boosted the demand for artificial tears.

Product Innovation: Manufacturers are introducing advanced formulations, including preservative-free, long-lasting, and lipid-based products, to cater to diverse consumer needs. These innovations are enhancing the effectiveness and comfort of artificial tears.

Increased Consumer Awareness: Growing awareness about the importance of eye health and the availability of OTC solutions has encouraged individuals to seek timely treatment for eye discomfort, further driving market growth.

Market Segmentation

The OTC Artificial Tears Market can be segmented based on product type, distribution channel, and region.

By Product Type:

Preservative-Based Artificial Tears: These are widely available and cater to individuals with mild to moderate dry eye symptoms.

Preservative-Free Artificial Tears: Growing in popularity due to their suitability for sensitive eyes and frequent use.

By Distribution Channel:

Pharmacies and Drug Stores: Dominates the market due to easy accessibility and consumer trust.

Online Channels: Witnessing rapid growth due to the convenience of home delivery and competitive pricing.

For more information, visit our website (www.alliedmarketresearch.com, 800-859-3060, 800-859-3060, 800 859-3060) @

<https://www.alliedmarketresearch.com/otc-artificial-tears-market/purchase-options>

Major Key Players -

- AbbVie, Inc.

- Akorn, Inc.
- Alcon
- Bausch and Lomb
- Johnson and Johnson
- OcuSoft
- Santen Pharmaceutical Co. Ltd
- Similasan Corporation
- Sun Pharmaceutical Industries Limited
- Ursapharm Arzneimittel GmbH

Regional Insights

North America: The largest market share, driven by high consumer awareness, advanced healthcare infrastructure, and a growing prevalence of dry eye syndrome.

Europe: Significant growth due to aging demographics and increased screen usage across the region.

Asia-Pacific: Fastest-growing market, fueled by rising disposable incomes, expanding middle-class population, and greater adoption of digital devices.

Industry Challenges

While the market is thriving, it faces certain challenges, including:

Consumer Misinformation: Lack of proper knowledge about the appropriate use of artificial tears can lead to misuse.

Side Effects: Some products, especially those with preservatives, may cause allergic reactions or discomfort in sensitive users.

Regulatory Hurdles: Ensuring compliance with stringent regulations and quality standards can be a barrier for new entrants.

Competitive Landscape

The OTC Artificial Tears Market is highly competitive, with leading players such as Johnson & Johnson, Alcon, Allergan, and Bausch + Lomb introducing innovative products to maintain market leadership. Strategic collaborations, mergers, and acquisitions are key strategies adopted by these players to expand their product portfolios and market presence.

Future Outlook

The future of the OTC Artificial Tears Market looks promising, with trends such as the integration of natural and organic ingredients, development of personalized formulations, and increasing adoption of smart packaging solutions gaining momentum. Advancements in technology and

R&D investments are expected to create new opportunities for market players.

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Frequently Asked Questions?

Q1. What is the total market value of OTC artificial tears Market report?

Q2. What would be forecast period in the market report?

Q3. What is the market value of OTC artificial tears Market in 2028?

Q4. Which is base year calculated in the OTC artificial tears Market report?

Q5. Does the OTC artificial tears company is profiled in the report?

Q6. Which are the top companies hold the market share in OTC artificial tears Market?

Q7. Does the OTC artificial tears Market report provide Value Chain Analysis?

Q8. What are the key trends in the OTC artificial tears Market report?

About Us -

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various research data tables and confirms utmost accuracy in our market forecasting. Each and every us companies and this helps us in digging out market data that helps us generate accurate y data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa

Allied Market Research

+ + 1 800-792-5285

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