

**India Eye Drop Market, By Type (Prescription, Over the Counter), By Drug Class (Antiallergy, Anti-inflammatory, Antiglaucoma, Anti-VEGF, Others), By Disease Indication (Dry Eye Diseases, Glaucoma, Eye Allergy, Eye Infections, Retinal Disorders, Others), By Distribution Channel (Hospitals Pharmacy, Retail Pharmacy, Online Pharmacy), By Region, Competition, Forecast & Opportunities, 2020-2030F**

Market Report | 2024-11-30 | 88 pages | TechSci Research

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**Report description:**

India Eye Drop Market was valued at USD 500.07 Million in 2024 and is anticipated to project steady growth in the forecast period with a CAGR of 4.12% through 2030. The India eye drop market is witnessing growth, driven by key factors such as an aging population, rising incidences of eye disorders, increased awareness of eye health, and advancements in pharmaceutical technology. Both prescription and over the counter (OTC) eye drops are seeing heightened demand across various segments, including treatments for allergies, infections, dry eye, and other ocular conditions.

The market is set for sustained expansion, fueled by ongoing urbanization, improvements in healthcare infrastructure, and broader insurance coverage. Companies that prioritize affordability, innovation, and efficient distribution strategies will be well-positioned to leverage this growth. Additionally, international collaborations and investments in local manufacturing will be critical in shaping market dynamics over the coming decade.

**Key Market Drivers**

**Aging Population and Rising Prevalence of Age-Related Eye Disorders**

the most significant forces driving the growth of the India Eye Drop Market is the country's rapidly aging population. As life expectancy in India increases, the number of elderly individuals-particularly those aged 60 and above-is growing at an accelerated pace. It is projected that around 13.2% of India's population will be over 60 years of age by 2031 and around 19% by the year 2050. This demographic shift is creating a higher demand for medical solutions targeting age-related health conditions, particularly eye disorders. As people age, their susceptibility to various eye disorders increases dramatically. A clouding of the

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eye's lens, which can lead to vision impairment if untreated, A condition characterized by increased intraocular pressure, which can damage the optic nerve and lead to vision loss, A disease that affects the central part of the retina (macula) and results in a gradual loss of central vision. Age-related difficulty in focusing on close objects, affecting nearly every individual over the age of 40. As the incidence of these conditions rises in tandem with the aging population, the need for therapeutic solutions-such as prescription eye drops-also escalates. For example, glaucoma treatments often involve long-term use of eye drops to lower intraocular pressure, while cataract surgery is typically accompanied by the use of eye drops for preoperative and postoperative care.

Most age-related eye disorders are chronic and progressive in nature. This results in prolonged and regular use of eye drops, particularly in conditions like glaucoma, where ongoing treatment is essential to prevent further vision loss. Chronic use of medications such as antiglaucoma eye drops and anti-inflammatory eye drops becomes part of the daily routine for elderly patients, making this a recurring and stable demand driver for the market. Given the chronic nature of these conditions, patients often require multiple types of eye drops simultaneously-one for treating the underlying disorder and others for managing symptoms such as dry eye or inflammation. This multiplicity of treatments further fuels the growth of the eye drop market. India's healthcare system is becoming increasingly proactive in addressing age-related health issues, including eye care. The government, along with private healthcare providers, has been promoting regular eye check-ups for elderly individuals, encouraging early diagnosis of conditions like cataracts and glaucoma. As awareness of these conditions grows among the aging population, more individuals are seeking out eye care solutions, including eye drops, either as preventive measures or as part of ongoing treatment plans. Initiatives such as the National Programme for Control of Blindness and Visual Impairment (NPCBVI) focus heavily on preventing blindness in the elderly through early intervention and the promotion of treatments such as eye drops. The emphasis on preventive care, coupled with increased public health education, is driving market growth by raising demand for both prescription and over-the-counter eye drops.

Cataracts are the leading cause of blindness in India, particularly among the elderly. Cataract surgery is one of the most performed surgical procedures, with over 6.5 million surgeries conducted annually. The growing number of cataract surgeries directly contributes to the rise in demand for eye drops used in postoperative care, such as: Anti-inflammatory eye drops: To reduce inflammation following surgery. Antibiotic eye drops: To prevent infections. Steroid-based eye drops: To manage swelling and promote healing.

The use of these medications is essential for a successful recovery and is generally prescribed for several weeks after the surgery. As more elderly individuals undergo cataract surgery, the consumption of these postoperative eye drops is steadily increasing. Dry eye syndrome (DES) is another condition that becomes more prevalent with age, often exacerbated by environmental factors such as urban pollution or prolonged screen time. The elderly population is particularly vulnerable to chronic dry eye, which occurs due to decreased tear production or increased tear evaporation. The market for artificial tears and lubricating eye drops is seeing significant growth as more elderly patients require these products to manage the symptoms of dry eye. This segment, in particular, is expected to expand rapidly, as dry eye is both underdiagnosed and undertreated, with the potential for substantial market penetration as awareness increases. The aging population is increasingly seeking not only treatments for specific diseases but also preventive care and quality-of-life improvements. Older consumers are looking for solutions that can delay the progression of age-related vision deterioration and improve comfort. As a result, the demand for multifunctional eye drops that provide relief from irritation, dryness, and eye fatigue is on the rise. Products such as preservative-free formulations and natural or herbal eye drops are gaining popularity among elderly patients who are looking for gentle yet effective eye care solutions. This growing focus on preventive eye health, combined with an aging population, is a key growth driver for the eye drop market.

#### Urbanization and Increased Digital Screen Exposure

The rapid pace of urbanization in India, coupled with the widespread use of digital devices, is playing a pivotal role in driving the growth of the India Eye Drop Market. These interconnected trends have contributed to a significant rise in ocular health issues, particularly in urban areas, where lifestyle changes and environmental factors combine to increase the demand for eye care solutions, particularly eye drops.

India is witnessing a large-scale migration to urban centers, with an estimated 600 million people expected to live in cities by 2030. Urbanization has brought about profound changes in the lifestyle of the population, Cities, especially large metropolitan areas, suffer from high levels of air pollution. Particulate matter, dust, and other airborne pollutants can cause or exacerbate eye

conditions such as allergic conjunctivitis, irritation, and dry eye syndrome. Urban professionals often experience higher stress levels and irregular work hours, which can lead to eye strain and fatigue. Coupled with poor sleep patterns, these factors can trigger conditions that require treatment, such as eye drops for redness, inflammation, or dryness. As urbanization accelerates, many individuals spend more time indoors under artificial lighting, which can reduce natural tear production and contribute to ocular surface problems. These urban lifestyle shifts are creating a surge in demand for over the counter (OTC) eye drops that address redness, irritation, allergies, and dryness, as more individuals seek immediate relief from the effects of their environment. One of the most significant consequences of urbanization is the increased use of digital screens, a trend that is now ubiquitous across urban centers in India. From professionals working in front of computers to children and adolescents using smartphones and tablets, digital screen exposure has skyrocketed. This surge in screen time is directly linked to a sharp increase in conditions such as digital eye strain (also known as computer vision syndrome) and dry eye syndrome, both of which are contributing to the rising demand for eye drops. Prolonged use of digital screens leads to a range of symptoms, including blurred vision, headaches, neck pain, and, most significantly, eye strain. This condition is caused by reduced blinking while staring at screens, resulting in dry and fatigued eyes. As the number of individuals working from home or engaging in screen-heavy activities rises, so does the need for eye drops that relieve symptoms of strain and discomfort. Digital device users often suffer from reduced tear production or rapid evaporation of tears due to decreased blink rates while using screens. This leads to chronic dry eye symptoms, such as irritation, redness, and a gritty feeling in the eyes. The rising prevalence of artificial tears and lubricating eye drops in the market is a direct response to this growing problem. Increased exposure to blue light emitted from digital devices is another factor affecting eye health. Although blue light blocking glasses and screen filters have become more popular, many people turn to eye drops to alleviate the immediate discomfort and visual fatigue caused by blue light. As digital devices become an integral part of daily life, the market for eye drops that provide relief from digital eye strain and dry eye symptoms is expected to grow significantly. This trend is particularly pronounced in urban and semi-urban areas, where digital device penetration is highest. While age-related eye conditions are a major market driver, younger populations in urban centers are increasingly contributing to the growth of the eye drop market as well. With the rise of technology-driven lifestyles, younger consumers are experiencing eye-related problems at an earlier age. Students and professionals are frequently engaged in prolonged screen time due to online learning and remote working environments, leading to eye strain and digital fatigue. Gaming and entertainment platforms, which heavily depend on screens, have become mainstream leisure activities among youth. These behaviors exacerbate eye issues, driving younger consumers to purchase lubricating and fatigue-relieving eye drops. As a result, OTC eye drops that provide instant relief from digital fatigue, such as anti-redness and hydrating eye drops, are becoming a staple for younger demographics. This is opening up new consumer segments in the eye drop market, expanding its potential beyond older adults and those with pre-existing eye conditions. Urban environments in India are often characterized by poor air quality, which exacerbates eye health problems for city dwellers. Cities like Delhi, Mumbai, and Bangalore frequently experience high levels of airborne pollutants such as dust, smoke, and chemicals, which can irritate the eyes, leading to conditions such as: Allergic conjunctivitis, Dry eyes, Inflammation and redness. In response to these environmental stressors, consumers are increasingly turning to antihistamine eye drops for allergic reactions, as well as lubricating and moisturizing drops to protect and soothe their eyes from pollution-related irritation. As air quality worsens, especially during peak pollution seasons, the demand for such eye care products sees a noticeable spike.

#### **Rising Incidence of Diabetes and Related Eye Conditions**

India is facing a growing epidemic of diabetes, with the country often referred to as the "Diabetes Capital of the World." In India, there are estimated 77 million people above the age of 18 years are suffering from diabetes (type 2) and nearly 25 million are prediabetics (at a higher risk of developing diabetes in near future). One of the serious consequences of uncontrolled diabetes is its impact on eye health, leading to a range of conditions collectively known as diabetic eye diseases. As the incidence of diabetes continues to rise, so does the demand for specialized eye care products, including prescription and over the counter (OTC) eye drops. Diabetic retinopathy is one of the most common and serious eye complications associated with diabetes. It occurs when high blood sugar levels damage the blood vessels in the retina, leading to vision impairment and, if untreated, potential blindness. Nearly 30% of diabetic patients in India are at risk of developing this condition, which significantly increases the need for ongoing ophthalmic treatment. These are medications that inhibit vascular endothelial growth factor, reducing abnormal blood vessel growth in the retina. Eye drops may be used to support these treatments, particularly to manage post-injection inflammation or as

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part of the overall ocular care routine. These are prescribed to reduce inflammation caused by diabetic retinopathy and to prevent swelling in the retina, a condition known as diabetic macular edema (DME). As diabetic patients are more prone to infections and dry eye syndrome, these products help maintain eye health and comfort.

With the increasing prevalence of diabetic retinopathy, there is a growing demand for eye drops that are part of the ongoing management of this condition, driving market growth. Diabetic macular edema (DME), a complication of diabetic retinopathy, involves the buildup of fluid in the macula, the part of the retina responsible for sharp vision. DME can severely impact vision and is a leading cause of blindness among diabetic patients. Treatments often involve intravitreal injections of anti-VEGF drugs, Steroid eye drops to manage post-injection inflammation. Lubricating eye drops to relieve discomfort associated with these procedures. Given that DME requires chronic management, patients often need long-term care involving various ophthalmic medications. The rising number of diabetic patients developing DME is increasing the demand for specialized prescription eye drops, further expanding the market.

Dry eye syndrome (DES) is a common complication among diabetic individuals due to hyperglycemia affecting tear production and nerve function around the eyes. This leads to a condition known as diabetic dry eye syndrome (DDES), characterized by chronic irritation, dryness, and inflammation of the ocular surface. As the incidence of diabetes rises, the prevalence of DDES is also growing, these products are essential for managing symptoms of dry eye, providing moisture and relief to patients suffering from DDES. Given that diabetic patients may require frequent use of eye drops, preservative-free formulations are often recommended to prevent further irritation or damage to the eyes. The growing population of diabetic patients experiencing dry eye is creating a substantial market for these products, especially as more patients seek relief from the discomfort associated with this condition. Diabetes weakens the immune system, making patients more susceptible to ocular infections, including conjunctivitis, keratitis, and other inflammatory eye diseases. Additionally, poor blood sugar control can lead to slower healing of eye injuries or infections, increasing the need for treatments like, Antibiotic eye drops to treat and prevent bacterial infections. Anti-inflammatory eye drops to reduce swelling and discomfort in diabetic patients prone to inflammation. Due to the increased risk of infections among diabetics, the market for antibiotic and anti-inflammatory eye drops is expanding, with diabetic patients frequently requiring these products for both preventive and therapeutic purposes.

#### Key Market Challenges

##### Regulatory Hurdles and Compliance Complexities

One of the biggest challenges to the growth of the India Eye Drop Market is the complex and stringent regulatory environment. The pharmaceutical industry in India, including ophthalmic products like eye drops, is governed by multiple regulatory bodies, such as the Central Drugs Standard Control Organization (CDSCO). The timeline for getting new eye drop formulations approved can be lengthy and cumbersome. Companies must undergo rigorous testing for efficacy and safety, which can slow down the introduction of innovative products to the market. Eye drops are considered sterile products, requiring manufacturers to adhere to stringent quality standards. Ensuring compliance with these standards, especially for small and medium-sized manufacturers, can be challenging due to the high cost of maintaining sterile production environments and strict quality control measures.

The Indian market is highly fragmented across states, each with its own regulatory nuances. Pharmaceutical companies often face inconsistent regulatory enforcement and compliance requirements across different states, making distribution and market entry complex. The time-consuming regulatory approval process and the cost burden of maintaining high compliance standards create barriers for companies, especially smaller players, who may struggle to bring new products to market efficiently. This limits innovation and slows down market growth, especially in the context of introducing new formulations or premium products.

##### Market Fragmentation and Intense Competition

The India Eye Drop Market is highly fragmented, with numerous players ranging from large multinational pharmaceutical companies to smaller domestic manufacturers. India is a price-sensitive market, particularly for over the counter (OTC) products like eye drops. Intense competition often leads to price wars, especially among smaller manufacturers who attempt to undercut each other to capture market share. This price competition can squeeze profit margins, particularly for companies attempting to introduce premium or specialized eye care products. In such a crowded market, it is challenging for companies to differentiate their products, particularly when there is minimal variation in the ingredients of eye drops (e.g., artificial tears). Many products in the OTC space appear similar, leading to a commoditization of the market. Consumers often choose based on price rather than brand loyalty or product features, further driving down profitability.

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India's pharmaceutical market includes a large informal sector, with smaller, unregulated players selling generic or locally manufactured products at lower prices. This affects the demand for branded and higher-quality eye drops, as many consumers opt for cheaper alternatives. These informal players often escape the rigorous regulatory oversight that larger companies face, giving them a competitive advantage but also contributing to concerns around product quality and safety. The highly fragmented and competitive nature of the market restricts the ability of companies to invest in R&D and marketing, thereby limiting innovation and product differentiation. Companies are compelled to compete on price, which can erode profitability and hinder long-term growth prospects.

#### Key Market Trends

##### Rising Demand for Premium and Specialty Eye Drops

While much of the market is driven by price-sensitive consumers, there is a growing demand for premium and specialty eye drops, particularly among urban, affluent populations. This trend is characterized by the increasing focus on personalized eye care and the rising awareness of advanced treatment options. There is a shift toward eye drops with more sophisticated formulations that cater to specific eye conditions such as allergy-related conjunctivitis, severe dry eye, and post-surgical care. These premium products often include preservative-free, multi-dose, and single-use formats, offering improved safety, comfort, and efficacy. As consumers become more educated about their health, there is growing interest in targeted eye care solutions. This includes products aimed at chronic dry eye disease, ocular inflammation, and post-cataract surgery care. The demand for therapeutic eye drops, such as those that contain immune-modulating agents (e.g., cyclosporine for dry eye syndrome) or anti-inflammatory agents (e.g., NSAIDs or steroids for post-surgical care), is increasing. Another growing segment is the demand for natural, organic, or herbal eye drops, which are perceived as safer alternatives to chemical-based products. Ayurvedic eye care, which includes herbal eye drops based on traditional Indian medicine, is gaining popularity due to the increasing trend toward natural wellness. Consumers are increasingly looking for non-invasive, preventive solutions that support long-term eye health.

The rising interest in premium eye care solutions reflects a broader consumer trend toward health and wellness. As a result, pharmaceutical companies are innovating in this space, introducing premium-priced, high-quality products that appeal to a more affluent, health-conscious demographic. This trend is helping to expand the overall market value by creating new product segments that cater to niche and specialized needs.

##### Telemedicine and Digital Health Integration for Eye Care

The growing adoption of telemedicine and digital health platforms is significantly impacting how eye care is delivered in India. As technology plays a larger role in healthcare, the integration of teleophthalmology services is changing how consumers access eye care products, including eye drops. This trend is driven by a combination of increased internet penetration, the expansion of digital healthcare solutions, and the rising need for remote consultation in a vast and diverse country like India.

Telemedicine platforms are enabling eye care consultations to be conducted remotely, particularly in regions where access to ophthalmologists and eye care specialists is limited. Patients can now receive virtual eye exams and diagnoses for common eye conditions such as dry eyes, infections, or allergic reactions. This increases the demand for eye drops, as patients can easily obtain e-prescriptions following their remote consultations. The rise of online pharmacies and digital health platforms is reshaping the distribution model for eye care products. Consumers are increasingly purchasing eye drops through e-commerce channels, driven by the convenience of home delivery, ease of comparison shopping, and access to a wider range of products. This is particularly relevant in urban areas where busy lifestyles make online shopping more appealing.

Artificial intelligence (AI)-based tools are being integrated into eye health diagnostics, offering patients more accessible screening and monitoring for conditions like glaucoma, diabetic retinopathy, and age-related macular degeneration (AMD). These tools can detect early signs of eye diseases, prompting patients to take preventive measures, including the use of eye drops to manage or slow disease progression.

#### Segmental Insights

##### Type Insights

Based on the category of type, the over-the-counter segment emerged as the dominant in the market for eye drop in 2024. OTC eye drops are widely available in pharmacies, supermarkets, and online platforms, making them easily accessible to consumers. This convenience attracts a broader demographic, including those who may not seek professional medical advice for mild eye conditions such as dry eyes, allergies, and irritation. The ability to self-diagnose and purchase OTC products without a prescription

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significantly enhances market penetration. Increasing awareness of eye health and the impact of lifestyle factors (such as prolonged screen time) has led consumers to proactively seek solutions for common issues. This trend has resulted in higher sales of OTC eye drops designed for lubrication, redness relief, and allergy management.

The OTC segment has seen a diversification of product offerings, including preservative-free options, multi-dose systems, and natural formulations. Manufacturers are also introducing specialized products targeting specific conditions, such as artificial tears for dry eye syndrome and antihistamine drops for allergy relief. This variety caters to different consumer needs and preferences, driving growth in the OTC market. The growth of e-commerce platforms has made it easier for consumers to access a wide range of OTC eye drops. Online pharmacies are increasingly popular, offering competitive pricing, home delivery, and extensive product choices. This trend contributes to the rising sales of OTC products, particularly among tech-savvy consumers who prefer the convenience of online shopping. These factors are expected to drive the growth of this segment.

#### Drug Class Insights

The Antiallergy segment is projected to experience rapid growth during the forecast period. With rising pollution levels, changing weather patterns, and increased exposure to allergens such as dust, pollen, and pet dander, the incidence of allergic conjunctivitis has surged. This condition is particularly common in urban areas, driving demand for antiallergy eye drops, which provide relief from symptoms like itching, redness, and swelling. Antiallergy eye drops appeal to a broad demographic, including children and adults alike. The availability of various formulations, including antihistamines, mast cell stabilizers, and combination products, ensures that there are effective solutions for different types of allergic reactions.

Growing awareness of eye allergies and their management has led consumers to seek over-the-counter antiallergy eye drops without requiring a prescription. This trend is further fueled by educational campaigns highlighting the importance of eye health, increasing the segment's market share. Ongoing research and development in the antiallergy category have led to the introduction of more effective formulations, including preservative-free options that are gentler on the eyes. This innovation continues to drive consumer preference toward antiallergy products. These factors collectively contribute to the growth of this segment.

#### Regional Insights

North India emerged as the dominant in the eye drop market in 2024, holding the largest market share in terms of value. The Northern region hosts some of the most densely populated cities, such as Delhi NCR, where urbanization and industrialization are significantly higher. These urban centers drive up the demand for eye drops, particularly for conditions like dry eyes, allergies, and infections due to increased pollution and screen exposure in urban lifestyles.

This region benefits from a well-established healthcare infrastructure, with access to numerous hospitals, clinics, and pharmacies. Consumers in this region are more likely to seek timely medical attention, leading to higher prescription rates for eye care products. Additionally, large ophthalmic hospitals and clinics, particularly in Delhi, are key drivers of demand for both prescription and over-the-counter (OTC) eye drops. Northern India has a relatively higher proportion of affluent consumers who are more likely to purchase premium eye care products and seek advanced treatments for conditions like presbyopia, glaucoma, and age-related macular degeneration (AMD). This drives up the demand for specialty eye drops, such as those for post-surgical care or chronic eye conditions. States like Himachal Pradesh and Uttarakhand are major hubs for pharmaceutical manufacturing. Their proximity to the Northern markets ensures an efficient supply chain, allowing for quicker distribution and availability of a wide range of eye care products in this region.

#### Key Market Players

□□Cipla Limited

□□Alcon Laboratories (India) Pvt. Ltd.

□□AbbVie Inc.

□□Bausch & Lomb Pvt Ltd.

□□Dr. Reddy's Laboratories Ltd.

□□Lupin Limited

□□Novartis AG

□□Pfizer Inc.

□□Sun Pharmaceutical Industries Ltd

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□□Torrent Pharmaceuticals Ltd

#### Report Scope:

In this report, the India Eye Drop Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### □□India Eye Drop Market, By Type:

- o Prescription
- o Over the Counter

#### □□India Eye Drop Market, By Drug Class:

- o Antiallergy
- o Anti-inflammatory
- o Antiglaucoma
- o Anti-VEGF
- o Others

#### □□India Eye Drop Market, By Disease Indication:

- o Dry Eye Diseases
- o Glaucoma
- o Eye Allergy
- o Eye Infections
- o Retinal Disorders
- o Others

#### □□India Eye Drop Market, By Distribution Channel:

- o Hospitals Pharmacy
- o Retail Pharmacy
- o Online Pharmacy

#### □□India Eye Drop Market, By Region:

- o North India
- o South India
- o East India
- o West India

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Eye Drop Market.

#### Available Customizations:

India Eye Drop market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

□□Detailed analysis and profiling of additional market players (up to five).

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