



Eye Care in India

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong value decline due to narrower OTC portfolios
Competitive landscape is shaped by prescription migration and fragmentation
Distribution is influenced by risk perception and controlled access

PROSPECTS AND OPPORTUNITIES

Dry eye management will transition from episodic relief to routine daily prevention
Preventive eye care will gain ground among younger consumers
Persistent air quality issues will sustain demand for broad-relief eye care solutions

CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2020-2025
Table 2 - Sales of Eye Care by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Eye Care: % Value 2021-2025
Table 4 - LBN Brand Shares of Eye Care: % Value 2022-2025
Table 5 - Forecast Sales of Eye Care by Category: Value 2025-2030
Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

Consumer Health in India - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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