

# Bariatric Surgery Devices - Market Insights, Competitive Landscape and Market Forecast-2027

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## Abstracts

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Bariatric Surgery Devices Market By Product Type (Assisting Devices [Stapling Devices, Energy Based Vessel Sealing Devices, Suturing Devices, Trocars, Clip Applicators, And Others] And Implantable Devices [Gastric Bands, Electrical Stimulators, Gastric Balloons, Transpyloric Shuttle, And Others]), By Procedure Type (Gastric Bypass, Adjustable Gastric Banding, Sleeve Gastrectomy, And Others), By End User (Bariatric Surgery Clinics, Hospitals, And Others) and by geography is expected to grow at a steady CAGR forecast till 2027 owing to increased prevalence of obesity especially in children due to sedentary & unhealthy lifestyles, high consumption of processed & packaged food, and high sugar intake and increasing awareness and demand of minimally invasive surgeries

Global bariatric surgery devices market was valued at USD 2.082 million in 2021, growing at a CAGR of 5.22% during the forecast period from 2022 to 2027 to reach USD 2,823 million by 2027. The increase in demand for bariatric surgery devices is primarily attributed to the increasing prevalence of obesity due to sedentary and unhealthy lifestyle. Furthermore, the childhood obesity is rising at an alarming rate. Moreover, due to severe and untreated obesity chronic disease like excessive cholesterol, hypertension, and diabetes are rising steeply, thereby propelling the market growth of the product. Furthermore, rising demand of minimally invasive surgeries and pain-free surgeries, thus increasing the demand of the device. Additionally, the demand of bariatric surgery is increasing so the availability of surgeons specialized for bariatric surgeries is increasing ultimately increasing the number of surgical procedures and the product demand. Moreover, government is increasing the support and awareness about unhealthy foods and drinks and moreover increasing funding for bariatric surgery in

developed countries across the world are anticipated to bolster the market, thereby contributing to the growth of the bariatric surgery devices market during the forecast period from 2022-2027.

#### Bariatric Surgery Devices Market Dynamics:

The bariatric surgery devices market is witnessing a growth in product demand owing to various reasons. The surging prevalence of obesity worldwide is due to various factors such as, genetics, high calorie intake, high sugar intake, leptin resistance, sedentary lifestyle, food addiction, and certain medication across the world is anticipated to bolster the market. Moreover, the increasing prevalence of chronic diseases like diabetes, cardiovascular diseases, and others are increasing due to untreated severe obesity. This factor is usually more common in children with severe or genetic obesity as compared to adults, ultimately propelling the growth of the bariatric surgery devices.

For instance, according to World Health Organization (WHO) 2022, in the year 2021-2022, more than 1 billion people worldwide are obese out of which 650 million are adults, 340 million adolescents and 39 million children. WHO also estimates that by 2025, approximately 167 million people including adults and children will become less healthy because they are overweight or obese. Obesity impacts most body systems including the heart, liver, kidneys, joints, and reproductive system. It leads to a wide range of non-communicable diseases (NCDs), such as type 2 diabetes, cardiovascular disease, hypertension and stroke, various forms of cancer, as well as many mental health issues. Moreover, people with obesity are also three times more likely to be hospitalized for COVID-19 virus. Bariatric surgery is done when diet and exercise haven't worked or when a person has serious health problems because of the weight. The surgical procedures limit how much a patient can eat. From the above data, it can be concluded that the prevalence of obesity and its related disorders is increasing leading to the increase in the number of bariatric surgical procedures, thereby increasing the demand of the bariatric surgery devices.

Healthy diet helps to prevent non-communicable diseases including diabetes, cardiovascular diseases, some cancers and other conditions linked to obesity. Lack of physical activity and unhealthy diet is one of the leading global risks to health. Obesity and its related chronic disease can be prevented by following a proper diet and indulging into physical activities on a daily basis. For instance, according to data published in the year 2020 by Center for Disease Control and Prevention estimated that in the year 2020 there were over one-third (36.3%) of children and adolescents who consumed fast food on a daily basis. High consumption of fast food is directly linked

with high calorie intake leading to obesity. When obesity is not cured with restrictions in diet and by indulging in physical activities or when the disorders due to obesity are becoming life-threatening, then the doctors opt for bariatric surgery. As owing to the large number of fast food and calories intake, the prevalence of obesity is increasing due to which the bariatric surgical procedures is rising leading to increase in the demand bariatric surgical devices, thus propelling the overall market growth in the forecast period in the year 2022- 2027.

Moreover, various complications of untreated and severe obesity are heart diseases, stroke, type 2 diabetes, some cancers, digestive problems, osteoarthritis, and others. For instance, according to International Diabetes Federation, Diabetes Atlas 10th edition report 2021, globally 537 million adults (20-79 years) are living with diabetes. This number is predicted to rise to 643 million by 2030 and 783 million by 2045. Obesity causes fat cells to release pro-inflammatory chemicals, which can make the body less sensitive to the insulin. Fat cells disrupt the function of insulin responsive cells and their ability to respond to insulin, is one of the major cause of diabetes. Thus, obesity is one of the major root cause of diabetes mellitus. Therefore, prevalence of many chronic disease such as diabetes mellitus is increasing owing to the increasing prevalence of obesity globally, ultimately surging the number of bariatric surgical procedures to treat the disorder, leading to a rising demand of the bariatric surgery devices in the market in the year 2022-2027.

Moreover, the product launches in local market, in turn, drive the product demand in the market. For instance, in June 2021 Standard Bariatrics, Inc., a medical device company that develops and offers surgical instruments for weight-loss surgeries, has developed the Titan SGS, a first-of-its-kind device that offers surgeons performing sleeve gastrectomy, the most common bariatric surgery for obesity.

Thus, due to the increasing prevalence of obesity globally and product launches, will pave way to a rising demand for bariatric surgery devices, in turn increasing the bariatric surgery devices market growth.

However, high cost of surgical procedure and stringent regulatory process may hamper the product growth. Additionally, many post-operative issues like internal bleeding, formation of blood clot, gastric band spillage, GIT ulcers and hernia may also pose as a challenge to the bariatric surgery devices market growth.

The ongoing COVID-19 pandemic have significantly impacted the market for bariatric surgery devices as the patients with obesity and overweight were not in priority. During

the pandemic most of the doctors were busy with the non-stop treatment of the corona patients which lead to a decrease in number of patient visit for bariatric surgery. Moreover, due to lockdown and strict rules disruptions in transportation and logistics was observed which impacted manufacturing activities and mining operations of the device globally. Additionally, during the pandemic, all the elective surgeries were postponed. The patients who suffered from morbid obesity were put on hold owing to the unavailability of the device, and demand of the situation, causing a decline in the market. However, obesity rates have increased due to less movement and sedentary lifestyle in quarantine period, thereby leading to a more obese populace and broadening opportunities for the bariatric surgery devices market. Moreover, with the upturn of the resources in the market and with rising incidence of obesity after pandemic, key players in the market expanded their manufacturing process, thereby creating a somewhat positive impact in the market.

#### Bariatric Surgery Devices Market Segment Analysis:

Bariatric Surgery Devices Market by Product Type (Assisting Devices [Stapling Devices, Energy Based Vessel Sealing Devices, Suturing Devices, Trocars, Clip Applicators, and Others] and Implantable Devices [Gastric Bands, Electrical Stimulators, Gastric Balloons, Transpyloric Shuttle, and Others]), by Procedure Type (Gastric Bypass, Adjustable Gastric Banding, Sleeve Gastrectomy, and Others), by End User (Bariatric Surgery Clinics, Hospitals, And Others), and by Geography (North America, Europe, Asia-Pacific, and Rest of the World).

In the procedure type segment of the bariatric surgery devices market, the sleeve gastrectomy is estimated to hold a significant share in the bariatric surgery devices market in the year 2020. This can be ascribed to various advantages that are associated with the procedure.

The most important benefit of sleeve gastrectomy is that it is a minimally invasive surgery technique which is technically less challenging than the other procedures. The sleeve gastrectomy procedure does not require a gastrointestinal anastomosis or intestinal bypass. The procedure is usually performed with a laparoscope, giving painless experience to the patient. Sleeve gastrectomy is performed by laparoscope without much problem in patients who are extremely overweight and this accounts for the rising popularity of the laparoscopic sleeve gastrectomy.

Additionally, in the sleeve gastrectomy procedure implantation of an artificial device around the stomach is avoided, whereas in other techniques inflatable silicone device is

often placed around the top portion of the stomach to decrease food consumption. This will eradicate the issue of biocompatibility of the implantable substances used in the surgery. Toxic effect is usually seen in the externally implantable source, however, in sleeves gastrectomy process an external source is not implanted so there is no such issue.

In sleeve gastrectomy, the smaller stomach still functions normally, so that the patient can tolerate most foods but just in small amounts. This has decreased appetite and increased satiety producing long-term weight loss. Owing to the lessened acid secretion, there are less chances of an ulcer.

Furthermore, as the sleeve gastrectomy does not involve any bypass of the intestinal tract. Therefore, patients do not suffer the complications associated with intestinal bypass such as intestinal obstruction, anemia, osteoporosis, vitamin deficiency, and protein deficiency. This surgical procedure can be done for the patients who are already suffering from anemia, Crohn's disease, and a variety of other conditions that would place the patient at a higher risk for surgery involving intestinal bypass.

As the sleeve gastrectomy is a minimally invasive surgical process involving minimum or nearly zero cuts in the body, thereby shortening hospital stay during the surgery. Further, the procedure eliminates the upper portion of the stomach that produces hormones that stimulate hunger, so the appetite often lessens after the surgery. In the surgery, a small part of stomach is detached which causes less acid secretion, so less chance of an ulcers are seen.

Additionally, in case of other procedures an external part is inserted in the body to reduce the size of the stomach so in some cases foreign bodies in the stomach may cause obstruction, slippage or erosion of the external part. This disadvantage is overpowered in the sleeve gastrectomy.

Thus, owing to the various advantages of the procedure sleeve gastrectomy, there will be an increase in the demand for sleeve gastrectomy, which in turn will drive the bariatric surgery devices market growth.

North America is expected to dominate the overall Bariatric Surgery Devices Market:

Among all the regions, North America is expected to account for the significant share in the global bariatric surgery devices market. Rising prevalence of obesity and of chronic diseases like cardiovascular disorders, stroke, diabetes and many others owing to



obesity & overweight, expanded demand and awareness of minimally invasive surgeries and pain-free surgeries and other factors will increase the demand for bariatric surgery devices in North America, leading to a rise in the overall bariatric surgery devices market growth.

For instance, as per World Obesity Atlas 2022, it is estimated that in the Americas region, one in three men (34.41%) and almost two-fifths of women (39.72%) are predicted to have a BMI  $\geq 30$  kg/m<sup>2</sup> by 2030. This accounts for approximately 134 million men and 164 million women in the North America, at risk of the complications of obesity by 2030. Of these, over 49 million men are predicted to have a BMI of  $\geq 35$  kg/m<sup>2</sup> and almost 17 million are predicted to have a BMI of  $\geq 40$  kg/m<sup>2</sup>, while 79 million women are predicted to have a BMI of  $\geq 35$  kg/m<sup>2</sup> and over 32 million a BMI of  $\geq 40$  kg/m<sup>2</sup>. People with BMI of  $\geq 25$  kg/m<sup>2</sup> are considered overweight and with BMI of  $\geq 30$  kg/m<sup>2</sup> are considered obese. As the incidence of overweight and obese people is expected to increase in the forecast period, further increasing the number of bariatric surgical procedures to cure obesity. Thus, increasing the demand of the bariatric surgery devices, propelling the overall growth of the device in the North America in the forecast period of 2022–2027.

Additionally, the surging prevalence of obesity is due to various factors such as, genetics, high calorie intake, high sugar intake, leptin resistance, sedentary lifestyle, food addiction, and certain medication. Leptin, a hormone in the adipose tissue that helps the body to maintain the normal weight on a long-term basis. The hormone regulates hunger by providing the sensation of satiety. In leptin resistance, brain doesn't respond as it normally would to leptin. Since the brain is constantly stimulated by leptin, the patient don't get the sensation of feeling full or satiated. This causes the patient to eat more even though your body has enough fat stores. Therefore, the leptin resistance results in obesity thereby increasing the number of bariatric surgeries leading to rising demand of the bariatric surgery devices. Thus, accounting to bolster the market in the North America region in the forecast period of 2022–2027.

Furthermore, obesity is contributing for increase in the prevalence of chronic disease like diabetes, excessive cholesterol, cardiovascular ailments, stroke and many others. Adults who eat a healthy diet live longer, have a lower risk of obesity, heart disease, type 2 diabetes, and certain cancers. Most Americans, however, do not follow a healthy lifestyle. As per Centers for Disease Control and Prevention (CDC) 2021, every year fewer than 1 in 10 adults and adolescents eat enough fruits and vegetables, and 9 in 10 Americans aged 20 years or older consume more than the recommended amount of sodium. From the above statements it can be concluded that in North America people

do not follow healthy lifestyles. This can increase the prevalence of obesity, increasing the number of weight-loss surgical procedures thereby uprising the demand of bariatric surgery devices. Therefore, propelling the overall market growth of bariatric surgery devices in the region of North America in the forecast period of 2022–2027.

For instance, in June 2021, Standard Bariatrics, Inc., a company focused on the innovative development and commercialization of medical devices, announced the completion of a 35 Million US\$ Series B round led by U.S. Venture Partners (USVP), a Silicon Valley venture capital firm that partners with entrepreneurs to transform their ideas into world-changing companies. New investor River Cities Capital joins the Series a syndication investors RiverVest® Venture Partners, Hatteras Venture Partners, Queen City Angels and Emergent Medical Partners who also participated in the Series B round. After such funding's, key players in the North America region will increase the manufacturing of the device thereby increasing the supply in the market. The increasing manufacturing process & supply in the region and the increasing prevalence of obesity and its related chronic diseases in the North American will further increase the demand of the device thereby bolstering the overall market growth in the forecast period 2022–2027.

Thus, all the above-mentioned factors are anticipated to propel the market for bariatric surgery devices in the North America.

#### Bariatric Surgery Devices Market Key Players:

Some of the key market players operating in the bariatric surgery devices market include Standard Bariatrics, Inc., Apollo Endosurgery Inc., Johnson & Johnson Services, Inc., Mediflex Surgical Products, Spatz FGIA Inc., Intuitive Surgical, USGI Medical, Olympus Corporation, GI Dynamics, ReShape Lifesciences, Inc, CONMED Corporation, Grena Ltd., Cousin Biotech, Medtronic, B. Braun Melsungen AG, W. L. Gore & Associates, Inc., IntraPace Inc., Asensus Surgical Inc., MID- Medical Innovation Developpement, AbbVie Inc., among others.

#### Recent Developmental Activities in the Bariatric Surgery Devices Market:

In September 2021, Olympus Corporation, one of the leading medical technology company, announced the launch of the first devices in the new Powerseal family. The powerseal is a 5mm curved jaw tissue sealer and divider used for advanced bipolar surgical devices by delivering consistent sealing. It can be used in various surgery including gynecological, colorectal, bariatric,

urological, and many others.

In June 2021, Ethicon, part of the Johnson & Johnson Medical Devices Companies, announced the launch of the ENSEAL X1 Curved Jaw Tissue Sealer, a new advanced bipolar energy device for colorectal, gynecological, bariatric surgery and thoracic procedures.

In February 2020, Digital Surgery, one of the major player in the field of surgical Artificial intelligence, data, and analytics, was acquired by Medtronic. The acquisition was rewarding enough to bring about changes in the surgery platforms, as well as, a broadened portfolio.

## Key Takeaways from the Bariatric Surgery Devices Market Report Study

Market size analysis for current bariatric surgery devices market size (2021), and market forecast for 5 years (2022-2027)

The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the bariatric surgery devices market.

Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years

Key companies dominating the global bariatric surgery devices market.

Various opportunities available for the other competitor in the bariatric surgery devices market space.

What are the top performing segments in 2021? How these segments will perform in 2027.

Which is the top-performing regions and countries in the current bariatric surgery devices market scenario?

Which are the regions and countries where companies should have concentrated on opportunities for bariatric surgery devices market growth in the coming future?



## Target Audience who can be benefited from this Bariatric Surgery Devices Market Report Study

Bariatric surgery devices products providers

Research organizations and consulting companies

Bariatric surgery devices-related organizations, associations, forums, and other alliances

Government and corporate offices

Start-up companies, venture capitalists, and private equity firms

Distributors and Traders dealing in bariatric surgery devices

Various End-users who want to know more about the bariatric surgery devices market and latest technological developments in the bariatric surgery devices market.

## Frequently Asked Questions for Bariatric Surgery Devices Market:

### 1. What are bariatric surgery devices?

Bariatric surgery also known as weight loss surgery, is a surgical procedure that makes changes to the digestive system. It is intended for people who are obese and need to lose weight but have not been able to do so through other means. The devices involved in the surgical procedures like stapling devices, sutures, gastric balloons, and many others are known as bariatric surgery devices.

### 2. What is the market for Global bariatric surgery devices?

Global bariatric surgery devices market was valued at USD 2.082 million in 2021, growing at a CAGR of 5.22% during the forecast period from 2022 to 2027 to reach USD 2,823 million by 2027.

### 3. What are the drivers for the Global bariatric surgery devices market?

The bariatric surgery devices market is witnessing a positive market growth owing to increasing prevalence of obesity specially in children due to sedentary and unhealthy lifestyle, increasing prevalence of chronic diseases like cardiovascular disorders and stroke owing to obesity & overweight, rising demand of minimally invasive surgeries and pain-free surgeries and increasing government support and awareness about unhealthy foods and drinks and increasing funding for bariatric surgery across the world are anticipated to bolster the market.

### 4. Who are the key players operating in the Global bariatric surgery devices market?

Some of the key market players operating in the bariatric surgery devices market include Standard Bariatrics, Inc., Apollo Endosurgery Inc., Johnson & Johnson Services, Inc., Mediflex Surgical Products, Spatz FGIA Inc., Intuitive Surgical, USGI Medical, Olympus Corporation, GI Dynamics, ReShape Lifesciences, Inc, CONMED Corporation, Grena Ltd., Cousin Biotech, Medtronic, B. Braun Melsungen AG, W. L. Gore & Associates, Inc., IntraPace Inc., Asensus Surgical Inc., MID- Medical Innovation Developpement, AbbVie Inc., and others.

### 5. Which region has the highest share in bariatric surgery devices market?

North America is expected to hold the highest share in the revenue in the bariatric surgery devices market during the forecast period. Growing incidence of chronic diseases like cardiovascular disorders, stroke, diabetes and many others owing to obesity & overweight, expanding demand and awareness of minimally invasive surgeries and pain-free surgeries and other factors will increase the demand for bariatric surgery devices in North America, leading to a rise in the overall bariatric surgery devices market growth in this region.

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