

ENT Devices Market Size, Share & Trends Analysis Report By Product (Hearing Aids, Hearing Implants, Diagnostic ENT Devices, Surgical ENT Devices, Nasal Splints), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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ENT Devices Market Growth & Trends

The global ENT devices market size is expected to reach USD 35.9 billion by 2030, expanding at a CAGR of 5.69% from 2022 to 2030, based on a new report by Grand View Research, Inc. The market growth can be attributed to factors such as a growing geriatric population, high prevalence of hearing loss, and increasing penetration of minimally invasive surgeries. Furthermore, technological advancements in this field, an increase in healthcare investment for early detection of diseases, and favorable regulatory policies are other factors expected to drive the market.

Furthermore, with age, the risk of poor immunity increases, which makes older people more vulnerable to disorders of the nose and throat. In order to address this issue, elderly people need ENT devices. This is expected to increase the demand for ENT devices. According to the Action on Hearing Loss Information, 1 out of every 6 people or over 11 million people in the U.K. suffered from hearing loss. Out of these, 8 million people were in the 65 & above age group, and 900,000 people suffered from severe or profound deafness.

Loss of hearing is the third-most common chronic physical condition in adults after high blood pressure and arthritis. Hearing loss affects people of all ages and is particularly

prevalent in those over 65 years, with 1 in 3 people over 65 suffering from a disabling hearing loss. It disturbs communication and can result in depression, anxiety, social isolation, and cognitive decline. For instance, according to the National Center for Health Statistics (NCHS), 15% of the total U.S. population over 18 lives with some type of hearing impairment. Men are more likely to be affected than women (18.4% vs. 12.4%).

Additionally, the outbreak of the COVID-19 pandemic, which led to the implementation of travel restrictions in most markets, has hit the industry as a whole. The majority of ENT device users are elderly people who are advised to stay home to avoid the risk of infection. Many healthcare providers have decided to postpone all non-essential surgeries, impacting the ENT device industry.

ENT Devices Market Report Highlights

By product, surgical ENT devices accounted for the largest share in 2021. Hearing implants are expected to grow at a rapid rate during the forecast period

North America held the largest share in 2021 and is expected to maintain its dominance during the forecast period. This can be attributed to factors such as increased demand for hearing care devices, the presence of large hospital chains, highly equipped ambulatory facilities, and a significant target population

Asia Pacific is expected to witness significant growth during the forecast period due to increased medical spending and investment by market players

Mergers and collaborations and product development are the key strategies being undertaken by the market players. For instance, in March 2019, Widex and Sivantos announced the completion of the merger. The newly created company will operate under the name WS Audiology and be headquartered in Lynge, Denmark, and Singapore

Contents

CHAPTER 1 REPORT SCOPE AND OBJECTIVES

- 1.1 Market Segmentation
- 1.2 Regional Scope
- 1.3 Estimates and Forecast Timeline
- 1.4 Research Objectives
 - 1.4.1 Objective -
 - 1.4.2 Objective -
 - 1.4.3 Objective -

CHAPTER 2 METHODOLOGY

- 2.1 Research Methodology
 - 2.1.1 Information procurement
 - 2.1.2 Purchased Database
 - 2.1.3 GVR's Internal Database
 - 2.1.4 Secondary Sources
 - 2.1.5 Primary Research
- 2.2 Information or Data Analysis
 - 2.2.1 Data Analysis Models
- 2.3 Market Formulation & Validation
- 2.4 Model Details
 - 2.4.1 Commodity Flow Analysis
 - 2.4.2 Volume price analysis
- 2.5 List of Secondary Sources
- 2.6 List of Abbreviations

CHAPTER 3 EXECUTIVE SUMMARY

- 3.1 Market Outlook
- 3.2 Segment Outlook
 - 3.2.1 Product
- 3.3 Regional Outlook
- 3.4 Competitive Insights

CHAPTER 4 MARKET VARIABLES, TRENDS & SCOPE

- 4.1 Market Lineage Outlook
 - 4.1.1 Parent Market Outlook
 - 4.1.2 Related/Ancillary Market Outlook
- 4.2 ENT Devices Market Dynamics
 - 4.2.1 Market Driver Analysis
 - 4.2.1.1 High prevalence of hearing loss
 - 4.2.1.2 Growing geriatric population
 - 4.2.1.3 Increasing penetration of minimally invasive ENT procedures
 - 4.2.1.4 Technological advancements in ENT devices
 - 4.2.2 Market Restraint Analysis
 - 4.2.2.1 High cost of hearing devices
- 4.3 ENT Devices Market: Business Environment Analysis Tools
 - 4.3.1 PESTLE Analysis
 - 4.3.1.1 Political & legal
 - 4.3.1.2 Economic & social
 - 4.3.1.3 Technological
 - 4.3.2 Porter's five forces analysis
 - 4.3.2.1 Threat of new entrants
 - 4.3.2.2 Bargaining power of buyers
 - 4.3.2.3 Competitive rivalry
 - 4.3.2.4 Threat of substitutes
 - 4.3.2.5 Bargaining power of suppliers
- 4.4 Regulatory Scenario
- 4.5 Penetration & Growth Prospect Mapping
- 4.6 Impact of COVID - 19 on ENT Devices Market

CHAPTER 5 ENT DEVICES MARKET: PRODUCT ANALYSIS

- 5.1 ENT Devices Market: Product Movement Analysis, 2021 & 2030
- 5.2 ENT Devices Product Market: Segment Dashboard
 - 5.2.1 Diagnostic ENT Devices
 - 5.2.1.1 Diagnostic ENT devices market, 2017 - 2030 (USD Million)
 - 5.2.1.2 Rigid endoscopes
 - 5.2.1.2.1 Rigid endoscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.2.2 Sinusscopes
 - 5.2.1.2.2.1 Sinusscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.2.3 Otosscopes
 - 5.2.1.2.3.1 Otosscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.2.4 Laryngoscopes

- 5.2.1.2.4.1 Laryngoscopes market, 2017 - 2030 (USD Million)
- 5.2.1.3 Flexible endoscopes
 - 5.2.1.3.1 Flexible endoscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.3.2 Bronchoscopes
 - 5.2.1.3.2.1 Bronchoscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.3.3 Laryngoscopes
 - 5.2.1.3.3.1 Laryngoscopes market, 2017 - 2030 (USD Million)
 - 5.2.1.3.4 Nasopharyngoscopes
 - 5.2.1.3.4.1 Nasopharyngoscopes market, 2017 - 2030 (USD Million)
- 5.2.1.4 Robot assisted endoscope
 - 5.2.1.4.1 Robot assisted endoscope market, 2017 - 2030 (USD Million)
- 5.2.1.5 Hearing screening device
 - 5.2.1.5.1 Hearing screening device market, 2017 - 2030 (USD Million)
- 5.2.2 Surgical ENT Devices
 - 5.2.2.1 Surgical ENT devices market, 2017 - 2030 (USD Million)
 - 5.2.2.2 Radiofrequency handpieces
 - 5.2.2.2.1 Radiofrequency handpieces market, 2017 - 2030 (USD Million)
 - 5.2.2.3 Otological drill burrs
 - 5.2.2.3.1 Otological drill burrs market, 2017 - 2030 (USD Million)
 - 5.2.2.4 ENT hand instruments
 - 5.2.2.4.1 ENT hand instruments market, 2017 - 2030 (USD Million)
 - 5.2.2.5 Sinus dilation devices
 - 5.2.2.5.1 Sinus dilation devices market, 2017 - 2030 (USD Million)
 - 5.2.2.6 Nasal packing devices
 - 5.2.2.6.1 Nasal packing devices market, 2017 - 2030 (USD Million)
- 5.2.3 Hearing Aids
 - 5.2.3.1 Hearing aids market, 2017 - 2030 (USD Million)
- 5.2.4 Hearing Implants
 - 5.2.4.1 Hearing implants market, 2017 - 2030 (USD Million)
- 5.2.5 Nasal Splints
 - 5.2.5.1 Nasal splints market, 2017 - 2030 (USD Million)

CHAPTER 6 ENT DEVICES MARKET: REGIONAL ANALYSIS

- 6.1 Regional Movement Analysis & Market Share, 2021&2030
- 6.2 North America
 - 6.2.1 North America ENT devices Market, 2017 - 2030 (USD Million)
 - 6.2.2 U.S.
 - 6.2.2.1 U.S. ENT devices Market, 2017 - 2030 (USD Million)

6.2.3 Canada

6.2.3.1 Canada ENT devices Market, 2017 - 2030 (USD Million)

6.3 Europe

6.3.1 Europe ENT Devices Market, 2017 - 2030 (USD Million)

6.3.2 U.K.

6.3.2.1 U.K. ENT devices Market, 2017 - 2030 (USD Million)

6.3.3 Germany

6.3.3.1 Germany ENT devices Market, 2017 - 2030 (USD Million)

6.3.4 France

6.3.4.1 France ENT devices Market, 2017 - 2030 (USD Million)

6.3.5 Italy

6.3.5.1 Italy ENT devices Market, 2017 - 2030 (USD Million)

6.3.6 Spain

6.3.6.1 Spain ENT devices Market, 2017 - 2030 (USD Million)

6.4 Asia Pacific

6.4.1 Asia Pacific ENT devices Market, 2017 - 2030 (USD Million)

6.4.2 China

6.4.2.1 China ENT devices Market, 2017 - 2030 (USD Million)

6.4.3 Japan

6.4.3.1 Japan ENT devices Market, 2017 - 2030 (USD Million)

6.4.4 India

6.4.4.1 India ENT devices Market, 2017 - 2030 (USD Million)

6.5 Latin America

6.5.1 Latin America ENT devices Market, 2017 - 2030 (USD Million)

6.5.2 Brazil

6.5.2.1 Brazil ENT devices Market, 2017 - 2030 (USD Million)

6.5.3 Mexico

6.5.3.1 Mexico ENT devices Market, 2017 - 2030 (USD Million)

6.6 Middle East & Africa

6.6.1 Middle East & Africa ENT devices Market, 2017 - 2030 (USD Million)

6.6.2 South Africa

6.6.2.1 South Africa ENT devices Market, 2017 - 2030 (USD Million)

CHAPTER 7 COMPETITIVE LANDSCAPE

7.1 Recent Developments & Impact Analysis, by Key Market Participants

7.2 Strategic Framework/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)

7.3 Company Market Position Analysis

7.4 Company Profiles

7.4.1 Demant A/S

7.4.1.1 Company overview

7.4.1.2 Financial performance

7.4.1.3 Product benchmarking

7.4.1.4 Strategic initiatives

7.4.2 Sonova

7.4.2.1 Company overview

7.4.2.2 Financial performance

7.4.2.3 Product benchmarking

7.4.2.4 Strategic initiatives

7.4.3 ambu a/s

7.4.3.1 Company overview

7.4.3.2 Financial performance

7.4.3.3 Product benchmarking

7.4.3.4 Strategic initiatives

7.4.4 PENTAX Medical

7.4.4.1 Company overview

7.4.4.2 Financial performance

7.4.4.3 Product benchmarking

7.4.4.4 Strategic initiatives

7.4.5 karl storz

7.4.5.1 Company overview

7.4.5.2 Financial performance

7.4.5.3 Product benchmarking

7.4.6 Olympus Corporation

7.4.6.1 Company overview

7.4.6.2 Financial performance

7.4.6.3 Product benchmarking

7.4.6.4 Strategic initiatives

7.4.7 Richard Wolf GmbH

7.4.7.1 Company overview

7.4.7.2 Financial performance

7.4.7.3 Product benchmarking

7.4.8 Cochlear Ltd.

7.4.8.1 Company overview

7.4.8.2 Financial performance

7.4.8.3 Product benchmarking

7.4.8.4 Strategic initiatives

7.4.9 Starkey Laboratories, inc.

7.4.9.1 Company overview

7.4.9.3 Product benchmarking

7.4.9.4 Strategic initiatives

7.4.10 RION Co., Ltd.

7.4.10.1 Company overview

7.4.10.2 Financial performance

7.4.10.3 Product benchmarking

7.4.10.4 Strategic initiatives

7.4.11 Stryker

7.4.11.1 Company overview

7.4.11.2 Financial performance

7.4.11.2 Product benchmarking

7.4.11.3 Strategic initiatives

7.4.12 GN Store Nord A/S

7.4.12.1 Company overview

7.4.12.2 Financial performance

7.4.12.3 Product benchmarking

7.4.12.4 Strategic initiatives

7.4.13 Smith & Nephew

7.4.13.1 Company overview

7.4.13.2 Financial performance

7.4.13.3 Product benchmarking

7.4.13.4 Strategic initiatives

List Of Tables

LIST OF TABLES

TABLE 1 List of secondary sources

TABLE 2 North America ENT devices market, by country, 2017 - 2030 (USD Million)

TABLE 3 North America ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 4 U.S. ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 5 Canada ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 6 Europe ENT devices market, by country, 2017 - 2030 (USD Million)

TABLE 7 Europe ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 8 U.K. ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 9 Germany ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 10 France ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 11 Italy ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 12 Spain ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 13 Asia Pacific ENT devices market, by country, 2017 - 2030 (USD Million)

TABLE 14 Asia Pacific ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 15 Japan ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 16 China ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 17 India ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 18 Latin America ENT devices market, by country, 2017 - 2030 (USD Million)

TABLE 19 Latin America ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 20 Brazil ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 21 Mexico ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 22 Middle East & Africa ENT devices market, by country, 2017 - 2030 (USD Million)

TABLE 23 Middle East & Africa ENT devices market, by product, 2017 - 2030 (USD Million)

TABLE 24 South Africa ENT devices market, by product, 2017 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- FIG. 1 ENT devices market segmentation
- FIG. 2 Market research process
- FIG. 3 Information procurement
- FIG. 4 Primary research pattern
- FIG. 5 Market research approaches
- FIG. 6 Value-chain-based sizing & forecasting
- FIG. 7 QFD modelling for market share assessment
- FIG. 8 Market formulation & validation
- FIG. 9 Market outlook, 2021(USD Million)
- FIG. 10 Market trends & outlook
- FIG. 11 Market driver relevance analysis (Current & future impact)
- FIG. 12 Market restraint relevance analysis (Current & future impact)
- FIG. 13 Penetration & growth prospect mapping
- FIG. 14 ENT Devices market: Product movement analysis (USD Million)
- FIG. 15 ENT Devices market product outlook: Segment dashboard
- FIG. 16 Diagnostic ENT devices market 2017 - 2030 (USD Million)
- FIG. 17 Rigid endoscopes market 2017 - 2030 (USD Million)
- FIG. 18 Sinusscopes market 2017 - 2030 (USD Million)
- FIG. 19 Otoscopes market 2017 - 2030 (USD Million)
- FIG. 20 Laryngoscopes market 2017 - 2030 (USD Million)
- FIG. 21 Flexible endoscopes market 2017 - 2030 (USD Million)
- FIG. 22 Bronchoscopes market 2017 - 2030 (USD Million)
- FIG. 23 Laryngoscopes market 2017 - 2030 (USD Million)
- FIG. 24 Nasopharyngoscopes market 2017 - 2030 (USD Million)
- FIG. 25 Robot assisted endoscope market 2017 - 2030 (USD Million)
- FIG. 26 Hearing screening device market 2017 - 2030 (USD Million)
- FIG. 27 Surgical ENT devices market 2017 - 2030 (USD Million)
- FIG. 28 Radiofrequency handpieces market 2017 - 2030 (USD Million)
- FIG. 29 Otological drill burrs market 2017 - 2030 (USD Million)
- FIG. 30 ENT hand instruments market 2017 - 2030 (USD Million)
- FIG. 31 Sinus dilation devices market 2017 - 2030 (USD Million)
- FIG. 32 Nasal packing devices market 2017 - 2030 (USD Million)
- FIG. 33 Hearing aids market 2017 - 2030 (USD Million)
- FIG. 34 Hearing Implants market 2017 - 2030 (USD Million)
- FIG. 35 Nasal splints market 2017 - 2030 (USD Million)

- FIG. 36 Regional marketplace: Key takeaways
- FIG. 37 Regional movement analysis, 2021&2030 (USD Million)
- FIG. 38 North America ENT devices market, 2017 - 2030 (USD Million)
- FIG. 39 U.S. ENT devices market, 2017 - 2030 (USD Million)
- FIG. 40 Canada ENT devices market, 2017 - 2030 (USD Million)
- FIG. 41 Europe ENT devices market, 2017 - 2030 (USD Million)
- FIG. 42 U.K. ENT devices market, 2017 - 2030 (USD Million)
- FIG. 43 Germany ENT devices market, 2017 - 2030 (USD Million)
- FIG. 44 France ENT devices market, 2017 - 2030 (USD Million)
- FIG. 45 Italy ENT devices market, 2017 - 2030 (USD Million)
- FIG. 46 Spain ENT devices market, 2017 - 2030 (USD Million)
- FIG. 47 Asia Pacific ENT devices market, 2017 - 2030 (USD Million)
- FIG. 48 China ENT devices market, 2017 - 2030 (USD Million)
- FIG. 49 Japan ENT devices market, 2017 - 2030 (USD Million)
- FIG. 50 India ENT devices market, 2017 - 2030 (USD Million)
- FIG. 51 Latin America ENT devices market, 2017 - 2030 (USD Million)
- FIG. 52 Brazil ENT devices market, 2017 - 2030 (USD Million)
- FIG. 53 Mexico ENT devices market, 2017 - 2030 (USD Million)
- FIG. 54 Middle East & Africa ENT devices market, 2017 - 2030 (USD Million)
- FIG. 55 South Africa ENT devices market, 2017 - 2030 (USD Million)
- FIG. 56 Recent development & impact analysis by key market participants
- FIG. 57 Competition categorization
- FIG. 58 Company market position analysis

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