

# U.S. 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, 2024 - 2030

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## Abstracts

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### U.S. ENT Devices Market Growth & Trends

The U.S. ENT devices market size is anticipated to reach USD 11.5 billion by 2030 and is projected to grow at a CAGR of 4.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing prevalence of ENT disorders, technological advancements in medical devices, rising healthcare expenditure, and growing awareness among patients about available treatment options are driving market growth. The market includes a wide array of products categorized into segments such as diagnostic devices (endoscopes, audiometers), surgical devices (powered surgical instruments, handheld instruments), hearing aids, implantable hearing devices, voice prosthesis devices, and others.

The aging population in the U.S. is another significant factor contributing to the market growth. As individuals age, they are more prone to developing age-related hearing loss, balance disorders, and other ENT conditions that require medical intervention. The increasing geriatric population has led to a higher demand for hearing aids, amplification devices, and other ENT solutions tailored to meet the specific needs of older patients.

The advancement of technology, particularly the widespread adoption of artificial intelligence (AI) and machine learning (ML), along with continuous innovations in

auditory products, is playing a significant role in propelling market growth across various industries. These technological advancements are reshaping how businesses operate, enhancing efficiency, productivity, and overall performance. For instance, in February 2023, Oticon Medical A/S announced new Polaris R processing chip enhancements. This updated chip incorporates an onboard Deep Neural Network for a novel approach to sound processing wind stabilizer.

## U.S. ENT Devices Market Report Highlights

The surgical ENT devices segment led the market with the largest revenue share of 30.3% in 2023. The shift towards minimally invasive procedures in ENT surgeries has propelled the demand for innovative surgical devices that offer improved patient outcomes and reduced recovery times

The hearing implants segment is anticipated to grow at the fastest CAGR during the forecast period, owing to the rising awareness about cochlear implants and the increasing prevalence of hearing loss

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