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Bariatric Surgery Devices – A Global Market Overview

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Abstracts

Bariatric Surgery Devices Market Trends and Outlook

Bariatric surgery, also known as weight loss surgery, is a medical procedure used for the treatment of obesity and related disorders. It reduces stomach size, modifies gut hormone levels that regulate hunger and fullness, or limiting nutrient absorption. Sleeve gastrectomy, Roux-en-Y Gastric Bypass (RYGB), One Anastomosis Gastric Bypass (OAGB), Non-Invasive Bariatric Surgery, and Biliopancreatic Diversion with Duodenal Switch (BPD/DS) are common bariatric surgery procedures. These surgeries aid individuals in reducing weight and enhancing their overall well-being by causing them to feel full more quickly and reducing their appetite.

The global Bariatric Surgery Devices market is estimated at US$2 billion in 2024 and is expected to record a CAGR of 6.4% during the 2024-2030 analysis period and stand at a projected US$2.9 billion by 2030.

The Bariatric Surgery Devices market growth is driven by several key factors. A major driving force is the increasing acceptance of bariatric surgery, fueled by its effectiveness in enhancing the physical appearance and health outcomes of obese individuals. The growing prevalence of obesity, linked to sedentary lifestyles, poor eating habits, and related comorbidities like cardiovascular disease and diabetes, is also fueling demand. Technological advancements, including minimally invasive procedures, AI, robotics, and non-invasive techniques, have made surgeries safer and more efficient, expanding patient eligibility. Additionally, growing awareness programs, government initiatives, and increased healthcare spending are supporting market expansion. The surge in medical tourism and the development of advanced devices further boost the market's growth.

Bariatric Surgery Devices Regional Market Analysis

North America holds the largest market share of 36.5% in 2024, due to high obesity rates, advanced healthcare infrastructure, and early adoption of minimally invasive procedures. The region's market dominance is further strengthened by the significant presence of leading industry players and robust reimbursement policies. Conversely, the Asia-Pacific region is projected to register the fastest CAGR of 8.5% from 2024 to 2030, fueled by rising obesity rates, urbanization, and increasing disposable incomes. Notably, India holds the largest market share within this region, while China is the fastest-growing market. The increasing prevalence of obesity, coupled with lifestyle changes and economic growth, is driving demand for bariatric surgeries.

Bariatric Surgery Devices Market Analysis by Product Type

Based on type, the Bariatric Surgery Market was dominated by Minimally Invasive Surgical Devices, accounting for 72.1% of the market share in 2024. This dominance is driven by the advantages of smaller incisions, reduced pain, and faster recovery compared to open surgeries. These devices minimize trauma, resulting in faster recovery and fewer complications. Meanwhile, the Non-Invasive Surgery Devices segment is projected to record the fastest CAGR of 7.4% during the 2024-2030 analysis period, fueled by their reduced risk of postoperative complications, faster recovery, and patient preference for less invasive procedures. Stapling devices dominated the minimally invasive bariatric surgical devices market with a market share of 32.9% in 2024. The gastric balloons segment is the largest market in the non-invasive bariatric surgical devices, which is estimated to hold a 45.2% share in 2024 and is also expected to be the fastest-growing market with a CAGR of 8% during the 2024-2030 analysis period.

Bariatric Surgery Devices Market Analysis by Procedure

Based on procedure, sleeve gastrectomy dominates the bariatric surgery procedure market with an estimated market share of 42.7% in 2024. This is driven by lifestyle changes, increased health concerns, and a preference for minimally invasive procedures. This procedure is prevalent due to its effectiveness, shorter recovery, and lower complication rates. Conversely, the non-invasive procedures market is expected to grow the fastest at a 7.9% CAGR during the 2024-2030 period. This growth is driven by advancements in technology and patient preference for less invasive options that reduce recovery time and scarring.

Bariatric Surgery Devices Market Analysis by End-User

Based on end user, hospitals hold the largest market share at 47.3% in 2024, due to their comprehensive infrastructure, surgical ability, and ability to perform complex procedures. Their specialized bariatric units further strengthen their market share. In contrast, Ambulatory surgical centers (ASCs) segment is expected to record the fastest CAGR of 7.2% during 2024-2030 period. ASCs offer a cost-effective and convenient choice for minimally invasive procedures, serving as an alternative to hospitals, driven by increasing healthcare costs and patient preference for outpatient care. Their use of advanced technology and qualified personnel contribute to their expanding role in the bariatric surgery market.

Bariatric Surgery Devices Market Report Scope

This global report on Biodefense analyzes the market based on product, application, and end users. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Historical Period: 2021-2023

Base Year: 2023

Forecast Period: 2024-2030

Units: Value market in US$

Companies Mentioned: 15+

Bariatric Surgery Devices Market by Geographic Region

North America (The United States, Canada, and Mexico)

Europe (Germany, France, Netherlands, Italy, Russia, United Kingdom, Spain, and Rest of Europe)

Asia-Pacific (Japan, China, India, Australia, South Korea, and Rest of Asia-Pacific)

South America (Brazil, Argentina, and Rest of South America)

Rest of World

Bariatric Surgery Devices Market by Type

Minimally Invasive Surgical Devices

Non-Invasive Surgical Devices

Minimally Invasive Bariatric Surgical Devices Market by Type

o Stapling Devices

o Energy/Vessel Sealing Devices

o Suturing Devices

o Gastric Bands

o Others (Including Robotic Systems and Accessories)

Non-Invasive Bariatric Surgical Devices Market by Type

o Gastric Balloons

o Gastric Emptying Systems

o Gastric Electrical Stimulators (GES)

Bariatric Surgery Devices Market by Procedure

Sleeve Gastrectomy

Roux-en-Y Gastric Bypass (RYGB)

One Anastomosis Gastric Bypass (OAGB)

Adjustable Gastric Band (AGB)

Biliopancreatic Diversion with Duodenal Switch (BPD/DS)

Revision Bariatric Surgery

Non-Invasive Bariatric Surgery

Bariatric Surgery Devices Market by End User

Hospitals

Specialty Clinics

Ambulatory Surgical Centers (ASCs)

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PART B: REGIONAL MARKET PERSPECTIVE

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