

# Global External Nasal Dilator Market Growth 2026-2032

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## Abstracts

The global External Nasal Dilator market size is predicted to grow from US\$ 653 million in 2025 to US\$ 939 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

An External Nasal Dilator (END) is basically a strip of adhesive tape with two parallel layers of plastic. Going from one nasal wing to the other, and acting as a spring, the goal of such strips is to prevent nasal wings from collapsing and closing during breathing. In 2025, global External Nasal Dilator production reached approximately 1906 million units and price is about 0.35 USD/Unit. The average gross profit margin of this product is 42%.

The external nasal dilator market is primarily driven by the growing awareness of sleep-related breathing disorders, such as snoring and obstructive sleep apnea (OSA). External nasal dilators provide a non-invasive solution to improve nasal airflow, making them popular among individuals seeking to reduce snoring or enhance breathing during sleep and physical activities. The rising incidence of respiratory issues, coupled with an increasing focus on overall health and wellness, has also boosted demand. Moreover, these dilators are widely used by athletes to enhance breathing efficiency during exercise, further driving market growth.

A key challenge in the external nasal dilator market is the competition from alternative treatments and devices, such as CPAP machines, nasal sprays, and surgical interventions for more severe cases of sleep apnea or nasal obstruction. While external nasal dilators are effective for mild conditions, they may not offer sufficient relief for individuals with more complex respiratory issues. Additionally, some users may experience discomfort or find the device ineffective over time, leading to reduced long-

term adherence. This can limit market penetration, particularly among those seeking more permanent or comprehensive solutions to breathing difficulties.

Downstream demand is shifting toward consumer-driven healthcare and functional segmentation. Sleep health users, particularly those experiencing snoring and mild breathing issues, represent the core consumer base. At the same time, increasing attention to respiratory performance among athletes is expanding applications in sports and fitness. The growing adoption of home-based health management is also driving a transition from short-term to long-term usage, enhancing market stability and user retention. Upstream materials mainly include medical-grade adhesives, elastic support components (such as plastics or composites), and nonwoven fabrics. Adhesive performance directly affects product fit and comfort, while elastic materials determine expansion effectiveness and user experience. With advancements in material science, upstream development is trending toward higher breathability, lower allergenicity, and improved durability. However, strict safety and quality requirements remain critical, placing high demands on supply chain reliability.

LP Information, Inc. (LPI) ' newest research report, the "External Nasal Dilator Industry Forecast" looks at past sales and reviews total world External Nasal Dilator sales in 2025, providing a comprehensive analysis by region and market sector of projected External Nasal Dilator sales for 2026 through 2032. With External Nasal Dilator sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world External Nasal Dilator industry.

This Insight Report provides a comprehensive analysis of the global External Nasal Dilator landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on External Nasal Dilator portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global External Nasal Dilator market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for External Nasal Dilator and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global External Nasal Dilator.

This report presents a comprehensive overview, market shares, and growth opportunities of External Nasal Dilator market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Adults Type

Kids Type

#### Segmentation by Material Type:

Plastic Strip

Composite Strip

Foam Based

#### Segmentation by Sales Channel:

Pharmacy Sales

Online Retail

Supermarket Sales

#### Segmentation by Application:

Nasal Congestion

Snoring

Others

This report also splits the market by region:

## Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Foundation Consumer Healthcare

Equate (Walmart)

ASO Medical

Hongze Sanitary

SK&F

Health Right Products

AirWare Labs

GSK

### Key Questions Addressed in this Report

What is the 10-year outlook for the global External Nasal Dilator market?

What factors are driving External Nasal Dilator market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do External Nasal Dilator market opportunities vary by end market size?

How does External Nasal Dilator break out by Type, by Application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global External Nasal Dilator Annual Sales 2021-2032
  - 2.1.2 World Current & Future Analysis for External Nasal Dilator by Geographic Region, 2021, 2025 & 2032
  - 2.1.3 World Current & Future Analysis for External Nasal Dilator by Country/Region, 2021, 2025 & 2032
- 2.2 External Nasal Dilator Segment by Type
  - 2.2.1 Adults Type
  - 2.2.2 Kids Type
  - 2.2.3 External Nasal Dilator Sales by Type
    - 2.2.3.1 Global External Nasal Dilator Sales Market Share by Type (2021-2026)
    - 2.2.3.2 Global External Nasal Dilator Revenue and Market Share by Type (2021-2026)
    - 2.2.3.3 Global External Nasal Dilator Sale Price by Type (2021-2026)
- 2.3 External Nasal Dilator Segment by Material Type
  - 2.3.1 Plastic Strip
  - 2.3.2 Composite Strip
  - 2.3.3 Foam Based
  - 2.3.4 External Nasal Dilator Sales by Material Type
    - 2.3.4.1 Global External Nasal Dilator Sales Market Share by Material Type (2021-2026)
    - 2.3.4.2 Global External Nasal Dilator Revenue and Market Share by Material Type (2021-2026)
    - 2.3.4.3 Global External Nasal Dilator Sale Price by Material Type (2021-2026)

## 2.4 External Nasal Dilator Segment by Sales Channel

### 2.4.1 Pharmacy Sales

### 2.4.2 Online Retail

### 2.4.3 Supermarket Sales

### 2.4.4 External Nasal Dilator Sales by Sales Channel

#### 2.4.4.1 Global External Nasal Dilator Sales Market Share by Sales Channel (2021-2026)

#### 2.4.4.2 Global External Nasal Dilator Revenue and Market Share by Sales Channel (2021-2026)

#### 2.4.4.3 Global External Nasal Dilator Sale Price by Sales Channel (2021-2026)

## 2.5 External Nasal Dilator Segment by Application

### 2.5.1 Nasal Congestion

### 2.5.2 Snoring

### 2.5.3 Others

### 2.5.4 External Nasal Dilator Sales by Application

#### 2.5.4.1 Global External Nasal Dilator Sale Market Share by Application (2021-2026)

#### 2.5.4.2 Global External Nasal Dilator Revenue and Market Share by Application (2021-2026)

#### 2.5.4.3 Global External Nasal Dilator Sale Price by Application (2021-2026)

## 3 GLOBAL BY COMPANY

### 3.1 Global External Nasal Dilator Breakdown Data by Company

#### 3.1.1 Global External Nasal Dilator Annual Sales by Company (2021-2026)

#### 3.1.2 Global External Nasal Dilator Sales Market Share by Company (2021-2026)

### 3.2 Global External Nasal Dilator Annual Revenue by Company (2021-2026)

#### 3.2.1 Global External Nasal Dilator Revenue by Company (2021-2026)

#### 3.2.2 Global External Nasal Dilator Revenue Market Share by Company (2021-2026)

### 3.3 Global External Nasal Dilator Sale Price by Company

### 3.4 Key Manufacturers External Nasal Dilator Producing Area Distribution, Sales Area, Product Type

#### 3.4.1 Key Manufacturers External Nasal Dilator Product Location Distribution

#### 3.4.2 Players External Nasal Dilator Products Offered

### 3.5 Market Concentration Rate Analysis

#### 3.5.1 Competition Landscape Analysis

#### 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

### 3.6 New Products and Potential Entrants

### 3.7 Market M&A Activity & Strategy

## **4 WORLD HISTORIC REVIEW FOR EXTERNAL NASAL DILATOR BY GEOGRAPHIC REGION**

- 4.1 World Historic External Nasal Dilator Market Size by Geographic Region (2021-2026)
  - 4.1.1 Global External Nasal Dilator Annual Sales by Geographic Region (2021-2026)
  - 4.1.2 Global External Nasal Dilator Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic External Nasal Dilator Market Size by Country/Region (2021-2026)
  - 4.2.1 Global External Nasal Dilator Annual Sales by Country/Region (2021-2026)
  - 4.2.2 Global External Nasal Dilator Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas External Nasal Dilator Sales Growth
- 4.4 APAC External Nasal Dilator Sales Growth
- 4.5 Europe External Nasal Dilator Sales Growth
- 4.6 Middle East & Africa External Nasal Dilator Sales Growth

## **5 AMERICAS**

- 5.1 Americas External Nasal Dilator Sales by Country
  - 5.1.1 Americas External Nasal Dilator Sales by Country (2021-2026)
  - 5.1.2 Americas External Nasal Dilator Revenue by Country (2021-2026)
- 5.2 Americas External Nasal Dilator Sales by Type (2021-2026)
- 5.3 Americas External Nasal Dilator Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC External Nasal Dilator Sales by Region
  - 6.1.1 APAC External Nasal Dilator Sales by Region (2021-2026)
  - 6.1.2 APAC External Nasal Dilator Revenue by Region (2021-2026)
- 6.2 APAC External Nasal Dilator Sales by Type (2021-2026)
- 6.3 APAC External Nasal Dilator Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia

- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

## **7 EUROPE**

- 7.1 Europe External Nasal Dilator by Country
  - 7.1.1 Europe External Nasal Dilator Sales by Country (2021-2026)
  - 7.1.2 Europe External Nasal Dilator Revenue by Country (2021-2026)
- 7.2 Europe External Nasal Dilator Sales by Type (2021-2026)
- 7.3 Europe External Nasal Dilator Sales by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa External Nasal Dilator by Country
  - 8.1.1 Middle East & Africa External Nasal Dilator Sales by Country (2021-2026)
  - 8.1.2 Middle East & Africa External Nasal Dilator Revenue by Country (2021-2026)
- 8.2 Middle East & Africa External Nasal Dilator Sales by Type (2021-2026)
- 8.3 Middle East & Africa External Nasal Dilator Sales by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

- 10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of External Nasal Dilator

10.3 Manufacturing Process Analysis of External Nasal Dilator

10.4 Industry Chain Structure of External Nasal Dilator

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 External Nasal Dilator Distributors

11.3 External Nasal Dilator Customer

## **12 WORLD FORECAST REVIEW FOR EXTERNAL NASAL DILATOR BY GEOGRAPHIC REGION**

12.1 Global External Nasal Dilator Market Size Forecast by Region

12.1.1 Global External Nasal Dilator Forecast by Region (2027-2032)

12.1.2 Global External Nasal Dilator Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global External Nasal Dilator Forecast by Type (2027-2032)

12.7 Global External Nasal Dilator Forecast by Application (2027-2032)

## **13 KEY PLAYERS ANALYSIS**

13.1 Foundation Consumer Healthcare

13.1.1 Foundation Consumer Healthcare Company Information

13.1.2 Foundation Consumer Healthcare External Nasal Dilator Product Portfolios and Specifications

13.1.3 Foundation Consumer Healthcare External Nasal Dilator Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Foundation Consumer Healthcare Main Business Overview

13.1.5 Foundation Consumer Healthcare Latest Developments

13.2 Equate (Walmart)

13.2.1 Equate (Walmart) Company Information

13.2.2 Equate (Walmart) External Nasal Dilator Product Portfolios and Specifications

13.2.3 Equate (Walmart) External Nasal Dilator Sales, Revenue, Price and Gross

## Margin (2021-2026)

### 13.2.4 Equate (Walmart) Main Business Overview

### 13.2.5 Equate (Walmart) Latest Developments

## 13.3 ASO Medical

### 13.3.1 ASO Medical Company Information

### 13.3.2 ASO Medical External Nasal Dilator Product Portfolios and Specifications

### 13.3.3 ASO Medical External Nasal Dilator Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.3.4 ASO Medical Main Business Overview

### 13.3.5 ASO Medical Latest Developments

## 13.4 Hongze Sanitary

### 13.4.1 Hongze Sanitary Company Information

### 13.4.2 Hongze Sanitary External Nasal Dilator Product Portfolios and Specifications

### 13.4.3 Hongze Sanitary External Nasal Dilator Sales, Revenue, Price and Gross

## Margin (2021-2026)

### 13.4.4 Hongze Sanitary Main Business Overview

### 13.4.5 Hongze Sanitary Latest Developments

## 13.5 SK&F

### 13.5.1 SK&F Company Information

### 13.5.2 SK&F External Nasal Dilator Product Portfolios and Specifications

### 13.5.3 SK&F External Nasal Dilator Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.5.4 SK&F Main Business Overview

### 13.5.5 SK&F Latest Developments

## 13.6 Health Right Products

### 13.6.1 Health Right Products Company Information

### 13.6.2 Health Right Products External Nasal Dilator Product Portfolios and Specifications

### 13.6.3 Health Right Products External Nasal Dilator Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.6.4 Health Right Products Main Business Overview

### 13.6.5 Health Right Products Latest Developments

## 13.7 AirWare Labs

### 13.7.1 AirWare Labs Company Information

### 13.7.2 AirWare Labs External Nasal Dilator Product Portfolios and Specifications

### 13.7.3 AirWare Labs External Nasal Dilator Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.7.4 AirWare Labs Main Business Overview

### 13.7.5 AirWare Labs Latest Developments

## 13.8 GSK

13.8.1 GSK Company Information

13.8.2 GSK External Nasal Dilator Product Portfolios and Specifications

13.8.3 GSK External Nasal Dilator Sales, Revenue, Price and Gross Margin  
(2021-2026)

13.8.4 GSK Main Business Overview

13.8.5 GSK Latest Developments

## 14 RESEARCH FINDINGS AND CONCLUSION

## List Of Tables

### LIST OF TABLES

Table 1. External Nasal Dilator Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. External Nasal Dilator Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Adults Type

Table 4. Major Players of Kids Type

Table 5. Global External Nasal Dilator Sales by Type (2021-2026) & (M Units)

Table 6. Global External Nasal Dilator Sales Market Share by Type (2021-2026)

Table 7. Global External Nasal Dilator Revenue by Type (2021-2026) & (\$ million)

Table 8. Global External Nasal Dilator Revenue Market Share by Type (2021-2026)

Table 9. Global External Nasal Dilator Sale Price by Type (2021-2026) & (USD/K Units)

Table 10. Major Players of Plastic Strip

Table 11. Major Players of Composite Strip

Table 12. Major Players of Foam Based

Table 13. Global External Nasal Dilator Sales by Material Type (2021-2026) & (M Units)

Table 14. Global External Nasal Dilator Sales Market Share by Material Type (2021-2026)

Table 15. Global External Nasal Dilator Revenue by Material Type (2021-2026) & (\$ million)

Table 16. Global External Nasal Dilator Revenue Market Share by Material Type (2021-2026)

Table 17. Global External Nasal Dilator Sale Price by Material Type (2021-2026) & (USD/K Units)

Table 18. Major Players of Pharmacy Sales

Table 19. Major Players of Online Retail

Table 20. Major Players of Supermarket Sales

Table 21. Global External Nasal Dilator Sales by Sales Channel (2021-2026) & (M Units)

Table 22. Global External Nasal Dilator Sales Market Share by Sales Channel (2021-2026)

Table 23. Global External Nasal Dilator Revenue by Sales Channel (2021-2026) & (\$ million)

Table 24. Global External Nasal Dilator Revenue Market Share by Sales Channel (2021-2026)

Table 25. Global External Nasal Dilator Sale Price by Sales Channel (2021-2026) &

(USD/K Units)

Table 26. Global External Nasal Dilator Sale by Application (2021-2026) & (M Units)

Table 27. Global External Nasal Dilator Sale Market Share by Application (2021-2026)

Table 28. Global External Nasal Dilator Revenue by Application (2021-2026) & (\$ million)

Table 29. Global External Nasal Dilator Revenue Market Share by Application (2021-2026)

Table 30. Global External Nasal Dilator Sale Price by Application (2021-2026) & (USD/K Units)

Table 31. Global External Nasal Dilator Sales by Company (2021-2026) & (M Units)

Table 32. Global External Nasal Dilator Sales Market Share by Company (2021-2026)

Table 33. Global External Nasal Dilator Revenue by Company (2021-2026) & (\$ millions)

Table 34. Global External Nasal Dilator Revenue Market Share by Company (2021-2026)

Table 35. Global External Nasal Dilator Sale Price by Company (2021-2026) & (USD/K Units)

Table 36. Key Manufacturers External Nasal Dilator Producing Area Distribution and Sales Area

Table 37. Players External Nasal Dilator Products Offered

Table 38. External Nasal Dilator Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 39. New Products and Potential Entrants

Table 40. Market M&A Activity & Strategy

Table 41. Global External Nasal Dilator Sales by Geographic Region (2021-2026) & (M Units)

Table 42. Global External Nasal Dilator Sales Market Share Geographic Region (2021-2026)

Table 43. Global External Nasal Dilator Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 44. Global External Nasal Dilator Revenue Market Share by Geographic Region (2021-2026)

Table 45. Global External Nasal Dilator Sales by Country/Region (2021-2026) & (M Units)

Table 46. Global External Nasal Dilator Sales Market Share by Country/Region (2021-2026)

Table 47. Global External Nasal Dilator Revenue by Country/Region (2021-2026) & (\$ millions)

Table 48. Global External Nasal Dilator Revenue Market Share by Country/Region

(2021-2026)

Table 49. Americas External Nasal Dilator Sales by Country (2021-2026) & (M Units)

Table 50. Americas External Nasal Dilator Sales Market Share by Country (2021-2026)

Table 51. Americas External Nasal Dilator Revenue by Country (2021-2026) & (\$ millions)

Table 52. Americas External Nasal Dilator Sales by Type (2021-2026) & (M Units)

Table 53. Americas External Nasal Dilator Sales by Application (2021-2026) & (M Units)

Table 54. APAC External Nasal Dilator Sales by Region (2021-2026) & (M Units)

Table 55. APAC External Nasal Dilator Sales Market Share by Region (2021-2026)

Table 56. APAC External Nasal Dilator Revenue by Region (2021-2026) & (\$ millions)

Table 57. APAC External Nasal Dilator Sales by Type (2021-2026) & (M Units)

Table 58. APAC External Nasal Dilator Sales by Application (2021-2026) & (M Units)

Table 59. Europe External Nasal Dilator Sales by Country (2021-2026) & (M Units)

Table 60. Europe External Nasal Dilator Revenue by Country (2021-2026) & (\$ millions)

Table 61. Europe External Nasal Dilator Sales by Type (2021-2026) & (M Units)

Table 62. Europe External Nasal Dilator Sales by Application (2021-2026) & (M Units)

Table 63. Middle East & Africa External Nasal Dilator Sales by Country (2021-2026) & (M Units)

Table 64. Middle East & Africa External Nasal Dilator Revenue Market Share by Country (2021-2026)

Table 65. Middle East & Africa External Nasal Dilator Sales by Type (2021-2026) & (M Units)

Table 66. Middle East & Africa External Nasal Dilator Sales by Application (2021-2026) & (M Units)

Table 67. Key Market Drivers & Growth Opportunities of External Nasal Dilator

Table 68. Key Market Challenges & Risks of External Nasal Dilator

Table 69. Key Industry Trends of External Nasal Dilator

Table 70. External Nasal Dilator Raw Material

Table 71. Key Suppliers of Raw Materials

Table 72. External Nasal Dilator Distributors List

Table 73. External Nasal Dilator Customer List

Table 74. Global External Nasal Dilator Sales Forecast by Region (2027-2032) & (M Units)

Table 75. Global External Nasal Dilator Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas External Nasal Dilator Sales Forecast by Country (2027-2032) & (M Units)

Table 77. Americas External Nasal Dilator Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC External Nasal Dilator Sales Forecast by Region (2027-2032) & (M Units)

Table 79. APAC External Nasal Dilator Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe External Nasal Dilator Sales Forecast by Country (2027-2032) & (M Units)

Table 81. Europe External Nasal Dilator Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa External Nasal Dilator Sales Forecast by Country (2027-2032) & (M Units)

Table 83. Middle East & Africa External Nasal Dilator Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global External Nasal Dilator Sales Forecast by Type (2027-2032) & (M Units)

Table 85. Global External Nasal Dilator Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global External Nasal Dilator Sales Forecast by Application (2027-2032) & (M Units)

Table 87. Global External Nasal Dilator Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Foundation Consumer Healthcare Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 89. Foundation Consumer Healthcare External Nasal Dilator Product Portfolios and Specifications

Table 90. Foundation Consumer Healthcare External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 91. Foundation Consumer Healthcare Main Business

Table 92. Foundation Consumer Healthcare Latest Developments

Table 93. Equate (Walmart) Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 94. Equate (Walmart) External Nasal Dilator Product Portfolios and Specifications

Table 95. Equate (Walmart) External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 96. Equate (Walmart) Main Business

Table 97. Equate (Walmart) Latest Developments

Table 98. ASO Medical Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 99. ASO Medical External Nasal Dilator Product Portfolios and Specifications

Table 100. ASO Medical External Nasal Dilator Sales (M Units), Revenue (\$ Million),

Price (USD/K Units) and Gross Margin (2021-2026)

Table 101. ASO Medical Main Business

Table 102. ASO Medical Latest Developments

Table 103. Hongze Sanitary Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 104. Hongze Sanitary External Nasal Dilator Product Portfolios and Specifications

Table 105. Hongze Sanitary External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 106. Hongze Sanitary Main Business

Table 107. Hongze Sanitary Latest Developments

Table 108. SK&F Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 109. SK&F External Nasal Dilator Product Portfolios and Specifications

Table 110. SK&F External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 111. SK&F Main Business

Table 112. SK&F Latest Developments

Table 113. Health Right Products Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 114. Health Right Products External Nasal Dilator Product Portfolios and Specifications

Table 115. Health Right Products External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 116. Health Right Products Main Business

Table 117. Health Right Products Latest Developments

Table 118. AirWare Labs Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 119. AirWare Labs External Nasal Dilator Product Portfolios and Specifications

Table 120. AirWare Labs External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 121. AirWare Labs Main Business

Table 122. AirWare Labs Latest Developments

Table 123. GSK Basic Information, External Nasal Dilator Manufacturing Base, Sales Area and Its Competitors

Table 124. GSK External Nasal Dilator Product Portfolios and Specifications

Table 125. GSK External Nasal Dilator Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2021-2026)

Table 126. GSK Main Business

Table 127. GSK Latest Developments



## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of External Nasal Dilator
- Figure 2. External Nasal Dilator Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global External Nasal Dilator Sales Growth Rate 2021-2032 (M Units)
- Figure 7. Global External Nasal Dilator Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. External Nasal Dilator Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. External Nasal Dilator Sales Market Share by Country/Region (2025)
- Figure 10. External Nasal Dilator Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Adults Type
- Figure 12. Product Picture of Kids Type
- Figure 13. Global External Nasal Dilator Sales Market Share by Type in 2026
- Figure 14. Global External Nasal Dilator Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Plastic Strip
- Figure 16. Product Picture of Composite Strip
- Figure 17. Product Picture of Foam Based
- Figure 18. Global External Nasal Dilator Sales Market Share by Material Type in 2026
- Figure 19. Global External Nasal Dilator Revenue Market Share by Material Type (2021-2026)
- Figure 20. Product Picture of Pharmacy Sales
- Figure 21. Product Picture of Online Retail
- Figure 22. Product Picture of Supermarket Sales
- Figure 23. Global External Nasal Dilator Sales Market Share by Sales Channel in 2026
- Figure 24. Global External Nasal Dilator Revenue Market Share by Sales Channel (2021-2026)
- Figure 25. External Nasal Dilator Consumed in Nasal Congestion
- Figure 26. Global External Nasal Dilator Market: Nasal Congestion (2021-2026) & (M Units)
- Figure 27. External Nasal Dilator Consumed in Snoring
- Figure 28. Global External Nasal Dilator Market: Snoring (2021-2026) & (M Units)
- Figure 29. External Nasal Dilator Consumed in Others
- Figure 30. Global External Nasal Dilator Market: Others (2021-2026) & (M Units)

- Figure 31. Global External Nasal Dilator Sale Market Share by Application (2025)
- Figure 32. Global External Nasal Dilator Revenue Market Share by Application in 2025
- Figure 33. External Nasal Dilator Sales by Company in 2025 (M Units)
- Figure 34. Global External Nasal Dilator Sales Market Share by Company in 2025
- Figure 35. External Nasal Dilator Revenue by Company in 2025 (\$ millions)
- Figure 36. Global External Nasal Dilator Revenue Market Share by Company in 2025
- Figure 37. Global External Nasal Dilator Sales Market Share by Geographic Region (2021-2026)
- Figure 38. Global External Nasal Dilator Revenue Market Share by Geographic Region in 2025
- Figure 39. Americas External Nasal Dilator Sales 2021-2026 (M Units)
- Figure 40. Americas External Nasal Dilator Revenue 2021-2026 (\$ millions)
- Figure 41. APAC External Nasal Dilator Sales 2021-2026 (M Units)
- Figure 42. APAC External Nasal Dilator Revenue 2021-2026 (\$ millions)
- Figure 43. Europe External Nasal Dilator Sales 2021-2026 (M Units)
- Figure 44. Europe External Nasal Dilator Revenue 2021-2026 (\$ millions)
- Figure 45. Middle East & Africa External Nasal Dilator Sales 2021-2026 (M Units)
- Figure 46. Middle East & Africa External Nasal Dilator Revenue 2021-2026 (\$ millions)
- Figure 47. Americas External Nasal Dilator Sales Market Share by Country in 2025
- Figure 48. Americas External Nasal Dilator Revenue Market Share by Country (2021-2026)
- Figure 49. Americas External Nasal Dilator Sales Market Share by Type (2021-2026)
- Figure 50. Americas External Nasal Dilator Sales Market Share by Application (2021-2026)
- Figure 51. United States External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 52. Canada External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 53. Mexico External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 54. Brazil External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 55. APAC External Nasal Dilator Sales Market Share by Region in 2025
- Figure 56. APAC External Nasal Dilator Revenue Market Share by Region (2021-2026)
- Figure 57. APAC External Nasal Dilator Sales Market Share by Type (2021-2026)
- Figure 58. APAC External Nasal Dilator Sales Market Share by Application (2021-2026)
- Figure 59. China External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 60. Japan External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 61. South Korea External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 62. Southeast Asia External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 63. India External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)
- Figure 64. Australia External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 65. China Taiwan External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 66. Europe External Nasal Dilator Sales Market Share by Country in 2025

Figure 67. Europe External Nasal Dilator Revenue Market Share by Country  
(2021-2026)

Figure 68. Europe External Nasal Dilator Sales Market Share by Type (2021-2026)

Figure 69. Europe External Nasal Dilator Sales Market Share by Application  
(2021-2026)

Figure 70. Germany External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 71. France External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 72. UK External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 73. Italy External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 74. Russia External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 75. Middle East & Africa External Nasal Dilator Sales Market Share by Country  
(2021-2026)

Figure 76. Middle East & Africa External Nasal Dilator Sales Market Share by Type  
(2021-2026)

Figure 77. Middle East & Africa External Nasal Dilator Sales Market Share by  
Application (2021-2026)

Figure 78. Egypt External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 79. South Africa External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 80. Israel External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 81. Turkey External Nasal Dilator Revenue Growth 2021-2026 (\$ millions)

Figure 82. GCC Countries External Nasal Dilator Revenue Growth 2021-2026 (\$  
millions)

Figure 83. Manufacturing Cost Structure Analysis of External Nasal Dilator in 2026

Figure 84. Manufacturing Process Analysis of External Nasal Dilator

Figure 85. Industry Chain Structure of External Nasal Dilator

Figure 86. Channels of Distribution

Figure 87. Global External Nasal Dilator Sales Market Forecast by Region (2027-2032)

Figure 88. Global External Nasal Dilator Revenue Market Share Forecast by Region  
(2027-2032)

Figure 89. Global External Nasal Dilator Sales Market Share Forecast by Type  
(2027-2032)

Figure 90. Global External Nasal Dilator Revenue Market Share Forecast by Type  
(2027-2032)

Figure 91. Global External Nasal Dilator Sales Market Share Forecast by Application  
(2027-2032)

Figure 92. Global External Nasal Dilator Revenue Market Share Forecast by Application  
(2027-2032)

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