

United States Bariatric Surgery Devices Market Assessment, By Device Type [Minimally Invasive Surgical Devices, Non-Invasive Surgical Devices], By Procedure [Sleeve Gastrectomy, Roux-en Y Gastric Bypass, Biliopancreatic Diversion with Duodenal Switch, Single Anastomosis Duodeno-Ileal Bypass with Sleeve Gastrectomy, Adjustable Gastric Banding, Robotic Surgery, Gastric Bypass, Revision Bariatric Surgery, Noninvasive Bariatric Surgery, Mini-Gastric Bypass], By End-user [Bariatric Surgery Clinics, Hospitals, Specialty Centers, Ambulatory Surgical Centers], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

United States bariatric surgery devices market size was valued at USD 0.73 billion in 2022, expected to reach USD 1.17 billion in 2030 with a CAGR of 6.1% for the forecast period between 2023 and 2030F. The United States bariatric surgery market is currently undergoing a transformative phase, driven by multiple factors that highlight the evolving landscape of obesity management and surgical interventions. A surge in the prevalence of obesity and associated health issues, such as diabetes and cardiovascular diseases, has been a primary catalyst propelling the demand for bariatric surgeries. The market is further driven by advanced technologies and surgical techniques that have enhanced the precision and safety of these procedures, making them more accessible and attractive to patients and healthcare professionals. However, challenges exist, such as

high costs of procedures and a lack of trained professionals. Furthermore, the emergence of weight loss drugs presents an intriguing development, albeit one that could potentially disrupt the surgical market, as patients seek less invasive alternatives. Many weight loss drugs have been approved in the United States by the FDA such as Wegovy, Saxenda, Adipex, Qsymia, Contrave and many others.

Growing Prevalence of Obesity and Related Disorders

The bariatric surgery devices market is experiencing substantial growth, largely driven by the increasing prevalence of obesity and its associated health complications. The growing prevalence of obesity has become a global concern, with a significant impact on public health, leading to various chronic conditions such as diabetes, heart disease, and hypertension. Bariatric surgery has emerged as an effective solution for addressing severe obesity and its comorbidities, spurring a surge in demand for these life-saving procedures. As individuals increasingly recognize the health risks linked to obesity and the benefits of surgical interventions, the bariatric surgery devices market is well-positioned for expansion. According to the American Society for Metabolic and Bariatric Surgery, more than 260,000 bariatric procedures occurred in 2021. 58.16% of the procedures were sleeve gastrectomy, 21.5% accounted for RYGB (Roux-en-Y Gastric Bypass), and 11.80% accounted for revisional bariatric surgery.

Insurance Coverage Plays a Pivotal Role

Insurance coverage for bariatric surgery in the United States has played a pivotal role in driving the growth of the bariatric surgery device market. With obesity being recognized as a significant public health issue, many health insurance providers have extended coverage for bariatric procedures, making them more accessible to a broader population of individuals struggling with severe obesity and related health conditions. This increased access to bariatric surgeries has driven a surge in demand for surgical devices as healthcare facilities and professionals seek advanced tools and technologies to perform these procedures safely and effectively. Numerous PPO (Preferred Provider Organization) insurance companies now offer coverage for procedures such as Gastric Sleeve, Gastric Bypass, Distal Bypass, and Lap-Band Removal. Commonly, Aetna, Anthem Blue Cross Blue Shield, Cigna, Oscar, Tricare, and United Health Care provide coverage for bariatric surgeries.

Technological Advancements

Technological advancements are reshaping the landscape of bariatric surgery devices

in the United States. The market is witnessing a surge in innovation, with the introduction of advanced surgical tools and techniques to enhance bariatric procedures' precision and safety. Robotics-assisted surgery has gained prominence, allowing surgeons to perform with unparalleled precision and control. Additionally, the utilization of minimally invasive techniques, such as laparoscopic approaches, has become more widespread, reducing patient trauma, and promoting quicker recovery. Incorporating novel materials and designs for surgical instruments, stapling devices, and surgical staplers is further improving the effectiveness of these procedures. These technological advancements are not only making bariatric surgeries more efficient but also ensuring better patient outcomes and recovery, ultimately driving the market towards greater growth and patient satisfaction.

Sleeve Gastrectomy Held the Highest Share in Types of Procedure

Sleeve gastrectomy is the leading procedure, claiming the highest market share among various bariatric surgical techniques. Sleeve gastrectomy accounted for more than 50% of the total bariatric procedures. This minimally invasive procedure involves the removal of a portion of the stomach to create a smaller, banana-shaped pouch, resulting in reduced food intake and significant weight loss. Apart from sleeve gastrectomy, the bariatric surgery landscape offers a diverse range of options, including Roux-en Y Gastric Bypass (RYGB), Biliopancreatic Diversion with Duodenal Switch (BPD/DS), Single Anastomosis Duodeno-Ileal Bypass with Sleeve Gastrectomy (SADI-S), Adjustable Gastric Banding, Robotic Surgery, Gastric Bypass, Revision Bariatric Surgery, Noninvasive Bariatric Surgery, and Mini-Gastric Bypass. These various techniques cater to a spectrum of patient needs, preferences, and conditions, reflecting the dynamic nature of the bariatric surgery market as it continually adapts to provide effective solutions for weight management and obesity-related health issues.

Impact of COVID-19

The COVID-19 pandemic brought about a substantial impact on the United States bariatric surgery devices market. In the early stages of the pandemic, as healthcare resources were redirected to address the urgent needs of COVID-19 patients, many elective and non-urgent surgeries, including bariatric procedures, experienced significant delays and cancellations. Restrictions on elective medical procedures and concerns over the risk of virus transmission led to a temporary reduction in the demand for bariatric surgery devices.

However, the pandemic also highlighted the crucial importance of addressing obesity,

given its role as a risk factor for severe COVID-19 complications. As healthcare systems have adapted to the ongoing challenges of the pandemic, there is an expectation of a resurgence in demand for bariatric surgeries and related devices, potentially driven by a heightened emphasis on weight management and the adoption of innovative, minimally invasive surgical techniques that offer reduced hospital stays and faster recovery times.

Key Players Landscape and Outlook

The United States bariatric surgery devices market is a rapidly growing competitive market, with major players like Intuitive Surgical Inc., Johnson & Johnson, Medtronic plc, etc., dominating the market. These market players have innovative and technologically advanced solutions, sophisticated R&D segments, and established market value, which supports their workflow along with the market growth. With the rising demand for bariatric surgeries, the market players are developing better solutions. The United States bariatric surgery devices market is expected to grow, driven by the growing prevalence of obesity and related disorders, increasing healthcare expenditure and insurance coverage, technological advancement, and spending power.

In June 2022, Ethicon, part of the Johnson & Johnson Medical Devices Companies, announced the launch of the ENSEAL X1 Curved Jaw Tissue Sealer. This new advanced bipolar energy device increases procedural efficiency for colorectal, gynecological, bariatric surgery, and thoracic procedures.

For instance, in August 2022, Teleflex Incorporated, announced the acquisition of Standard Bariatrics, Inc. Standard Bariatrics, Inc. has an innovative powered stapling technology for bariatric surgery, which will boost the portfolio of Teleflex. The deal was closed with upfront cash of USD 170 million with additional consideration of up to USD 130 million payable after attaining certain financial goals.

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*Companies mentioned above DO NOT hold any order as per market share and can be

changed as per information available during research work

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