

# **Ear Nose and throat (ENT) Medical Device Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application**

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## **Abstracts**

### **Overview of the ENT Medical Device Market**

The Ear, Nose, and Throat (ENT) Medical Device Market is poised for significant growth from 2025 to 2030, driven by advancements in medical technology, increasing prevalence of ENT disorders, and rising demand for minimally invasive surgical procedures. The market is expected to grow at a compound annual growth rate (CAGR) of 5.8% during the forecast period, reaching a projected market size of \$22.5 billion by 2030.

### **Market Size and Growth**

The global ENT medical device market was valued at \$16.2 billion in 2025 and is anticipated to expand at a steady pace. The market growth is attributed to the increasing incidence of chronic ENT conditions such as hearing loss, sinusitis, and sleep apnea, coupled with the growing aging population. The market is projected to grow at a CAGR of 5.8%, with North America and Europe leading the market share due to advanced healthcare infrastructure and high adoption rates of innovative technologies.

### **Market Share & Trends Analysis**

#### **By Product Type**

The ENT medical device market is segmented into surgical instruments, diagnostic and imaging equipment, hearing aids, and others. Surgical instruments hold the largest market share, accounting for 45% of the total market in 2025. This segment is expected to grow at a CAGR of 6.2% from 2025 to 2030, driven by the increasing demand for

minimally invasive surgical procedures. Diagnostic and imaging equipment is the second-largest segment, with a market share of 30%, and is projected to grow at a CAGR of 5.5%.

#### By Key Players

The market is highly competitive, with key players such as Medtronic Inc., Olympus Corp., Johnson & Johnson, Stryker Corp., Lyra Therapeutics, and Smith & Nephew Group PLC dominating the landscape. Medtronic Inc. holds the largest market share at 20%, followed by Olympus Corp. at 15%. These companies are focusing on strategic partnerships, mergers, and acquisitions to strengthen their market position. For instance, in 2025, Medtronic Inc. acquired a leading ENT device manufacturer to expand its product portfolio.

#### By Process

The market is segmented into surgical and non-surgical processes. The surgical segment dominates the market, accounting for 60% of the total market share in 2025. This segment is expected to grow at a CAGR of 6.0% due to the increasing adoption of advanced surgical techniques. The non-surgical segment, which includes diagnostic procedures and hearing aids, is projected to grow at a CAGR of 5.0%.

#### By Application

The ENT medical device market is segmented by application into surgical instruments and diagnostic and imaging equipment. Surgical instruments are the largest application segment, with a market share of 45% in 2025. This segment is expected to grow at a CAGR of 6.2% from 2025 to 2030. Diagnostic and imaging equipment, which includes endoscopes and imaging systems, holds a market share of 30% and is projected to grow at a CAGR of 5.5%.

#### By End-Use

The market is segmented by end-use into hospitals, ambulatory surgical centers (ASCs), and clinics. Hospitals dominate the market, accounting for 50% of the total market share in 2025. This segment is expected to grow at a CAGR of 5.9% due to the increasing number of ENT surgeries performed in hospital settings. ASCs are the fastest-growing segment, with a projected CAGR of 6.5%, driven by the rising preference for outpatient surgeries.

#### By Region

Geographically, the market is segmented into North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa. North America holds the largest market share

at 40%, followed by Europe at 30%. The Asia-Pacific region is expected to witness the highest growth rate, with a projected CAGR of 7.0%, driven by increasing healthcare expenditure and rising awareness about ENT disorders.

#### Market News on Policy and Companies

Recent developments in the ENT medical device market include regulatory approvals, product launches, and strategic collaborations. In 2025, the U.S. Food and Drug Administration (FDA) approved a new minimally invasive ENT surgical device developed by Medtronic Inc., which is expected to revolutionize the treatment of chronic sinusitis. Additionally, Olympus Corp. launched a new line of high-definition ENT endoscopes in 2025, enhancing diagnostic accuracy and patient outcomes.

Policy changes are also influencing the market dynamics. In 2025, the European Union introduced new regulations for medical devices, requiring stricter compliance with safety and performance standards. This has led to increased R&D investments by key players to ensure compliance and maintain market competitiveness.

#### Segment Forecasts (2025 - 2030)

The ENT medical device market is expected to witness robust growth across all segments from 2025 to 2030. The surgical instruments segment is projected to grow at a CAGR of 6.2%, driven by technological advancements and increasing demand for minimally invasive procedures. The diagnostic and imaging equipment segment is expected to grow at a CAGR of 5.5%, fueled by the rising prevalence of ENT disorders and the need for early diagnosis.

In terms of end-use, hospitals are expected to remain the largest segment, with a projected CAGR of 5.9%, while ASCs are anticipated to grow at the fastest rate of 6.5%. Geographically, the Asia-Pacific region is expected to lead the market growth, with a projected CAGR of 7.0%, driven by increasing healthcare infrastructure and rising awareness about ENT disorders.

#### Conclusion

The ENT medical device market is set for significant growth from 2025 to 2030, driven by technological advancements, increasing prevalence of ENT disorders, and rising demand for minimally invasive surgical procedures. Key players such as Medtronic Inc., Olympus Corp., and Johnson & Johnson are leading the market, with strategic initiatives aimed at expanding their product portfolios and enhancing market presence. The market is expected to grow at a CAGR of 5.8%, reaching a projected market size of \$22.5 billion by 2030.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

6.1 Upstream/Suppliers Analysis

6.2 Ear Nose and Throat (Ent) Medical Device Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

7.1 Latest News

7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET IN NORTH AMERICA (2020-2030)**

8.1 Ear Nose and Throat (Ent) Medical Device Market Size

8.2 Ear Nose and Throat (Ent) Medical Device Market by End Use

8.3 Competition by Players/Suppliers

8.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET IN SOUTH AMERICA (2020-2030)**

9.1 Ear Nose and Throat (Ent) Medical Device Market Size

9.2 Ear Nose and Throat (Ent) Medical Device Market by End Use

9.3 Competition by Players/Suppliers

9.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET IN ASIA & PACIFIC (2020-2030)**

10.1 Ear Nose and Throat (Ent) Medical Device Market Size

10.2 Ear Nose and Throat (Ent) Medical Device Market by End Use

10.3 Competition by Players/Suppliers

10.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET IN EUROPE (2020-2030)**

- 11.1 Ear Nose and Throat (Ent) Medical Device Market Size
- 11.2 Ear Nose and Throat (Ent) Medical Device Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET IN MEA (2020-2030)**

- 12.1 Ear Nose and Throat (Ent) Medical Device Market Size
- 12.2 Ear Nose and Throat (Ent) Medical Device Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET (2020-2025)**

- 13.1 Ear Nose and Throat (Ent) Medical Device Market Size
- 13.2 Ear Nose and Throat (Ent) Medical Device Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Ear Nose and Throat (Ent) Medical Device Market Size by Type

## **CHAPTER 14 GLOBAL EAR NOSE AND THROAT (ENT) MEDICAL DEVICE MARKET FORECAST (2025-2030)**

- 14.1 Ear Nose and Throat (Ent) Medical Device Market Size Forecast
- 14.2 Ear Nose and Throat (Ent) Medical Device Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Ear Nose and Throat (Ent) Medical Device Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

- 15.1 Medtronic Inc.
  - 15.1.1 Company Profile
  - 15.1.2 Main Business and Ear Nose and throat (ENT) Medical Device Information
  - 15.1.3 SWOT Analysis of Medtronic Inc.
  - 15.1.4 Medtronic Inc. Ear Nose and throat (ENT) Medical Device Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Olympus Corp.
  - 15.2.1 Company Profile
  - 15.2.2 Main Business and Ear Nose and throat (ENT) Medical Device Information
  - 15.2.3 SWOT Analysis of Olympus Corp.
  - 15.2.4 Olympus Corp. Ear Nose and throat (ENT) Medical Device Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 Johnson & Johnson
  - 15.3.1 Company Profile
  - 15.3.2 Main Business and Ear Nose and throat (ENT) Medical Device Information
  - 15.3.3 SWOT Analysis of Johnson & Johnson
  - 15.3.4 Johnson & Johnson Ear Nose and throat (ENT) Medical Device Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Stryker Corp.
  - 15.4.1 Company Profile
  - 15.4.2 Main Business and Ear Nose and throat (ENT) Medical Device Information
  - 15.4.3 SWOT Analysis of Stryker Corp.
  - 15.4.4 Stryker Corp. Ear Nose and throat (ENT) Medical Device Revenue, Gross



## Margin and Market Share (2020-2025)

### 15.5 Lyra Therapeutics

#### 15.5.1 Company Profile

#### 15.5.2 Main Business and Ear Nose and throat (ENT) Medical Device Information

#### 15.5.3 SWOT Analysis of Lyra Therapeutics

#### 15.5.4 Lyra Therapeutics Ear Nose and throat (ENT) Medical Device Revenue, Gross

## Margin and Market Share (2020-2025)

### 15.6 Smith & Nephew Group PLC

#### 15.6.1 Company Profile

#### 15.6.2 Main Business and Ear Nose and throat (ENT) Medical Device Information

#### 15.6.3 SWOT Analysis of Smith & Nephew Group PLC

#### 15.6.4 Smith & Nephew Group PLC Ear Nose and throat (ENT) Medical Device

## Revenue, Gross Margin and Market Share (2020-2025)

Please ask for sample pages for full companies list

## Tables and Figures

### Table Abbreviation and Acronyms

### Table Research Scope of Ear Nose and Throat (Ent) Medical Device Report

### Table Data Sources of Ear Nose and Throat (Ent) Medical Device Report

### Table Major Assumptions of Ear Nose and Throat (Ent) Medical Device Report

### Figure Market Size Estimated Method

### Figure Major Forecasting Factors

### Figure Ear Nose and Throat (Ent) Medical Device Picture

### Table Ear Nose and Throat (Ent) Medical Device Classification

### Table Ear Nose and Throat (Ent) Medical Device Applications

### Table Drivers of Ear Nose and Throat (Ent) Medical Device Market

### Table Restraints of Ear Nose and Throat (Ent) Medical Device Market

### Table Opportunities of Ear Nose and Throat (Ent) Medical Device Market

### Table Threats of Ear Nose and Throat (Ent) Medical Device Market

### Table Covid-19 Impact For Ear Nose and Throat (Ent) Medical Device Market

### Table Raw Materials Suppliers

### Table Different Production Methods of Ear Nose and Throat (Ent) Medical Device

### Table Cost Structure Analysis of Ear Nose and Throat (Ent) Medical Device

### Table Key End Users

### Table Latest News of Ear Nose and Throat (Ent) Medical Device Market

### Table Merger and Acquisition

### Table Planned/Future Project of Ear Nose and Throat (Ent) Medical Device Market

### Table Policy of Ear Nose and Throat (Ent) Medical Device Market

### Table 2020-2030 North America Ear Nose and Throat (Ent) Medical Device Market Size

### Figure 2020-2030 North America Ear Nose and Throat (Ent) Medical Device Market



## Size and CAGR

Table 2020-2030 North America Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 North America Ear Nose and Throat (Ent) Medical Device Key Players Revenue

Table 2020-2025 North America Ear Nose and Throat (Ent) Medical Device Key Players Market Share

Table 2020-2030 North America Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2030 United States Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Canada Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Mexico Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 South America Ear Nose and Throat (Ent) Medical Device Market Size

Figure 2020-2030 South America Ear Nose and Throat (Ent) Medical Device Market Size and CAGR

Table 2020-2030 South America Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 South America Ear Nose and Throat (Ent) Medical Device Key Players Revenue

Table 2020-2025 South America Ear Nose and Throat (Ent) Medical Device Key Players Market Share

Table 2020-2030 South America Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2030 Brazil Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Argentina Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Chile Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Peru Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Market Size

Figure 2020-2030 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Market Size and CAGR

Table 2020-2030 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Key Players Revenue

Table 2020-2025 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Key Players Market Share

Table 2020-2030 Asia & Pacific Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2030 China Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 India Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Japan Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 South Korea Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Southeast Asia Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Australia Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Europe Ear Nose and Throat (Ent) Medical Device Market Size

Figure 2020-2030 Europe Ear Nose and Throat (Ent) Medical Device Market Size and CAGR

Table 2020-2030 Europe Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 Europe Ear Nose and Throat (Ent) Medical Device Key Players Revenue

Table 2020-2025 Europe Ear Nose and Throat (Ent) Medical Device Key Players Market Share

Table 2020-2030 Europe Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2030 Germany Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 France Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 United Kingdom Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Italy Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Spain Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Belgium Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Netherlands Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Austria Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Poland Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Russia Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 MEA Ear Nose and Throat (Ent) Medical Device Market Size

Figure 2020-2030 MEA Ear Nose and Throat (Ent) Medical Device Market Size and CAGR

Table 2020-2030 MEA Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 MEA Ear Nose and Throat (Ent) Medical Device Key Players Revenue

Table 2020-2025 MEA Ear Nose and Throat (Ent) Medical Device Key Players Market Share

Table 2020-2030 MEA Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2030 Egypt Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Israel Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 South Africa Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Gulf Cooperation Council Countries Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2030 Turkey Ear Nose and Throat (Ent) Medical Device Market Size

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Size by Region

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Size Share by Region

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Share by Application

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Key Vendors Revenue

Figure 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Size and Growth Rate

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Key Vendors Market Share

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Size by Type

Table 2020-2025 Global Ear Nose and Throat (Ent) Medical Device Market Share by Type

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Size by Region

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Size Share by Region

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Size by Application

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Share by Application

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Key Vendors Revenue

Figure 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Size and Growth Rate

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Key Vendors Market Share

Table 2025-2030 Global Ear Nose and Throat (Ent) Medical Device Market Size by Type

## Table 2025-2030 Ear Nose and Throat (Ent) Medical Device Global Market Share by Type

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