

# **Anti-Snoring Devices Market Forecasts to 2032 – Global Analysis By Product Type (Mandibular Advancement Devices, Tongue Stabilizing Devices, Nasal Devices, Chin Straps, Position Control Devices, Expiratory Positive Airway Pressure (EPAP) Devices and Other Product Types), Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Anti-Snoring Devices Market is accounted for \$1.0 billion in 2025 and is expected to reach \$2.1 billion by 2032 growing at a CAGR of 11.8% during the forecast period. Anti-snoring devices are medical and consumer products designed to reduce or eliminate snoring by improving airflow during sleep. These devices work by addressing the underlying causes of snoring, such as airway obstruction, poor tongue positioning, or relaxed throat muscles. Common types include mandibular advancement devices (MADs), tongue-retaining devices (TRDs), nasal dilators, and continuous positive airway pressure (CPAP) machines. Snoring occurs when the airway is partially blocked, leading to vibrations in the soft tissues of the throat.

According to the American Sleep Association, approximately 50-70 million US adults have a sleep disorder and out of those, 48% report snoring. Snoring is estimated to affect 40% of women and 57% of men in the US.

Market Dynamics:

Driver:

## Rising prevalence of sleep disorders

Sleep disorders such as obstructive sleep apnea and chronic snoring affect millions, leading to health complications and decreased quality of life. Increased awareness about these conditions and their potential long-term effects has further fueled the adoption of anti-snoring devices. Ongoing efforts to educate the public about the importance of sleep health, coupled with advances in diagnosing sleep disorders, are expected to be a key driver of market growth.

### Restraint:

#### Low patient compliance

Many individuals discontinue the use of these devices due to discomfort, inconvenience, or dissatisfaction with the results. Additionally, inadequate awareness about the proper usage and long-term benefits of these devices exacerbates the problem. Resistance to adopting such solutions, especially in certain demographic groups or regions, limits market penetration. These challenges underscore the importance of improving device design and educating users to ensure sustained usage and compliance.

### Opportunity:

#### Technological advancements and smart anti-snoring solutions

Products such as connected anti-snoring devices, which integrate with mobile apps to monitor sleep patterns and provide feedback, are gaining traction. These advanced solutions offer enhanced convenience, effectiveness, and customization, catering to the evolving needs of consumers. As technology continues to bridge the gap between user experience and clinical efficacy, the adoption of smart devices is expected to drive significant growth in the market.

### Threat:

#### Competition from Surgery

Options such as uvulopalatopharyngoplasty (UPPP) and other minimally invasive surgeries offer permanent solutions, potentially limiting the long-term demand for devices. The perception of surgical interventions as more effective, despite their higher costs and associated risks, poses a significant challenge to device manufacturers. This

competitive dynamic necessitates continuous innovation to position anti-snoring devices as a reliable, non-invasive alternative.

#### Covid-19 Impact:

The pandemic disrupted healthcare services, including the diagnosis and management of sleep disorders, leading to a temporary slowdown in the anti-snoring devices market. Lockdowns and restrictions delayed sleep studies and in-person consultations, impacting device adoption rates. However, the rise of telemedicine and virtual consultations during this period offered new avenues for diagnosis and treatment, promoting awareness about sleep health. Post-pandemic, the emphasis on remote healthcare solutions is expected to strengthen the market's resilience and growth trajectory.

The mandibular advancement devices segment is expected to be the largest during the forecast period

The mandibular advancement devices segment is expected to account for the largest market share during the forecast period. Mandibular advancement devices are highly effective in treating mild to moderate cases of sleep apnea and snoring by repositioning the lower jaw to maintain an open airway. Their wide adoption can be attributed to their ease of use, non-invasive nature, and proven clinical efficacy. As awareness of MADs increases among patients and healthcare providers, their contribution to the market's revenue is expected to remain substantial.

The sleep therapy clinics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the sleep therapy clinics segment is predicted to witness the highest growth rate due to growing awareness of sleep disorders. Sleep therapy clinics provide specialized services, including diagnostic tests, personalized device fittings, and follow-up care for sleep disorder patients. Their ability to offer comprehensive and tailored solutions has driven demand, especially among individuals seeking professional guidance. Growing investments in sleep therapy infrastructure and the rising prevalence of sleep disorders are expected to propel the segment's rapid expansion.

#### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share attributed to increasing healthcare expenditure, and a burgeoning middle-class population contribute to this trend. Countries like China and India, with their large patient base and improving access to medical devices, are emerging as key markets. Additionally, government initiatives to promote sleep health are fostering the adoption of anti-snoring devices in the region.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR owing to the region's advanced healthcare infrastructure, high prevalence of sleep disorders, and strong consumer awareness are key contributors. Additionally, continuous technological advancements and the presence of leading market players drive innovation and adoption. Favorable reimbursement policies and increasing preference for non-invasive treatment options are further expected to bolster the market's growth in this region.

#### Key players in the market

Some of the key players in Anti-Snoring Devices Market include Vyaire Medical, Vivos Therapeutics Inc, Apple, The Pure Sleep Company, SomnoMed, Prosomnus Sleep Technologies, ResMed, Mitsui Chemicals, Meditas, Lumenis, Lear Corporation, Koninklijke Philips N.V, Innovative Health Technologies, Illusion Aligners, GSK Plc, Fisher & Paykel Healthcare Limited, ASF Medical GmbH, Apnea Sciences and AccuMED

#### Key Developments:

In September 2024, Apple introduced a sleep apnea detection feature for its smartwatches, utilizing accelerometer data and machine learning to identify respiratory interruptions during sleep. This innovation aims to increase awareness and encourage medical consultations for sleep disorders.

In January 2023, Vivos Therapeutics Inc. received FDA clearance for its DNA appliance, designed to treat mild-to-moderate obstructive sleep apnea (OSA) and snoring. This device represents a significant advancement in non-invasive treatment options for sleep-related breathing disorders.

#### Product Types Covered:

Mandibular Advancement Devices

Tongue Stabilizing Devices

Nasal Devices

Chin Straps

Position Control Devices

Expiratory Positive Airway Pressure (EPAP) Devices

Other Product Types

Distribution Channels Covered:

Retail Pharmacies

Online Pharmacies

Hospital Pharmacies

End Users Covered:

Hospitals

Sleep Therapy Clinics

Homecare

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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