

Hemorrhoid Treatment Market Forecasts to 2032 – Global Analysis By Product Type (Over-the-counter (OTC) Products, Prescription Medications, Medical Devices, Surgical Products and Other Product Types), Treatment Type (Pharmacological Treatments, Minimally Invasive Procedures and Surgical Treatments), Disease Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Hemorrhoid Treatment Market is accounted for \$1.20 billion in 2025 and is expected to reach \$2.07 billion by 2032 growing at a CAGR of 8.10% during the forecast period. Hemorrhoid treatment refers to the medical or surgical management of swollen and inflamed veins in the rectum or anus, commonly known as piles. Treatment options vary depending on severity and may include lifestyle changes, such as increased fiber intake and proper hydration, to ease bowel movements. Over-the-counter creams, ointments, and suppositories can reduce itching and discomfort. For more severe cases, procedures like rubber band ligation, sclerotherapy, or infrared coagulation may be performed. In rare cases, surgical removal (hemorrhoidectomy) is necessary. Early treatment and preventive care are essential to alleviate symptoms, improve quality of life, and avoid complications such as bleeding or infection.

according to an article published by the National Institutes of Health (NIH) in 2021, the estimated worldwide prevalence of hemorrhoids in the general population was estimated to be 4.4%.

Market Dynamics:

Driver:

Rising Prevalence of Hemorrhoids

The rising prevalence of hemorrhoids is significantly propelling the growth of the hemorrhoid treatment market. Factors such as sedentary lifestyles, aging populations, and dietary habits contribute to increased cases, leading to heightened demand for effective treatments. This surge has spurred advancements in minimally invasive procedures and over-the-counter products, enhancing patient accessibility and comfort. Additionally, growing awareness and reduced stigma encourage more individuals to seek medical intervention, further expanding the market.

Restraint:

Social Stigma and Embarrassment

The treatment of hemorrhoids is associated with feelings of shame and social stigma, and this serves to greatly impede the growth of the market. A significant number of people refrain from pursuing treatment because they perceive a social taboo and feel uneasy about talking about such conditions. This hesitance postpones diagnosis and therapy, leading to a decreased need for hemorrhoid-related services and products. This detrimental effect is particularly evident in conservative societies, where people might choose self-care or overlook symptoms, thus constraining market potential and hindering the adoption of effective treatments.

Opportunity:

Availability of Over-the-Counter (OTC) Medications

The hemorrhoid treatment market has been significantly advanced by the accessibility, affordability, and consumer autonomy provided by over-the-counter (OTC) medications. Products available without a prescription, such as ointments and suppositories, provide simple and non-invasive relief. This fosters self-treatment and diminishes the stigma around hemorrhoids. The growth of retail and online pharmacies, which allow for discreet purchases and contribute to market expansion, supports this trend. Furthermore, the growing health consciousness have resulted in a heightened demand for OTC options, prompting innovation and rivalry among producers.

Threat:

High Treatment Costs

The market for hemorrhoid treatment is adversely affected by the high costs of treatment, which restrict accessibility for a large segment of the population, especially in developing areas. These costs can discourage patients from pursuing prompt medical treatment, resulting in aggravated symptoms or complications. Furthermore, the costs of treatment might not be completely compensated by insurance coverage, which hampers market growth. Consequently, patients might resort to less costly but also less effective options, which impacts the overall rates of treatment adoption.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the hemorrhoid treatment market as healthcare resources were redirected towards combating the virus. Many elective procedures, including hemorrhoid surgeries, were postponed or canceled, leading to a decline in treatment demand. However, the rise in telemedicine and at-home treatments, such as over-the-counter medications and non-invasive therapies, provided an alternative, helping the market recover gradually as healthcare systems adapted to the new normal.

The thrombosed hemorrhoids segment is expected to be the largest during the forecast period

The thrombosed hemorrhoids segment is expected to account for the largest market share during the forecast period, due to its urgent need for medical intervention, often requiring surgical or minimally invasive procedures. Rising diagnosis rates, and greater patient willingness to seek treatment are boosting demand for advanced therapies. Innovations in non-invasive treatments and pain management options further enhance market growth. As thrombosed hemorrhoids often present with severe symptoms, they lead to higher healthcare engagement, significantly contributing to the overall expansion of hemorrhoid treatment market.

The hospitals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the hospitals segment is predicted to witness the highest growth rate, due to advanced medical infrastructure, skilled healthcare professionals,

and the availability of minimally invasive procedures. Hospitals serve as primary centers for diagnosis and treatment, ensuring timely and accurate care for patients. Additionally, increasing patient admissions for surgical and non-surgical hemorrhoid treatments boost demand. The segment's integration of cutting-edge technologies and comprehensive postoperative care further enhances treatment outcomes, positioning hospitals as key contributors to the market's expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising awareness of anorectal health, improving healthcare infrastructure, and increasing demand for minimally invasive treatments. Aging populations, sedentary lifestyles, and dietary habits have contributed to a higher incidence of hemorrhoids, fueling market expansion. Governments and private players are investing in advanced medical technologies and outreach programs, enhancing patient outcomes and access to care. This growth is fostering innovation and strengthening the region's overall healthcare ecosystem.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increasing geriatric population, and the availability of advanced, minimally invasive treatment options. Technological advancements, growing healthcare expenditure, and improved access to medical facilities are enhancing early diagnosis and effective management. Additionally, favorable reimbursement policies and strong presence of key market players are accelerating market growth, while lifestyle-related risk factors further fuel demand, collectively shaping a dynamic and expanding treatment landscape.

Key players in the market

Some of the key players profiled in the Hemorrhoid Treatment Market include Johnson & Johnson, Bausch Health Companies Inc., Pfizer Inc., Church & Dwight Co., Inc., Takeda Pharmaceutical Company Limited, Sanofi, GlaxoSmithKline plc, AbbVie Inc., Novartis AG, Bayer AG, Reckitt Benckiser Group plc, Sun Pharmaceutical Industries Limited, Cipla Ltd., Dr. Reddy's Laboratories Ltd., Glenmark Pharmaceuticals Limited, Perrigo Company plc, Proctortec Ltd., Medtronic plc and Boston Scientific Corporation.

Key Developments:

In April 2025, ConcertAI announced a multi-year strategic agreement with Bayer AG aimed at accelerating clinical development in precision oncology. Through this partnership, Bayer will leverage ConcertAI's Translational360™ platform and AI SaaS solutions, which integrate multi-modal real-world data—including clinical, genomic, transcriptomic, and imaging data—to enhance oncology research and development.

In February 2025, Planet Labs PBC and Bayer have expanded their strategic partnership through a multi-year enterprise license agreement, enhancing Bayer's access to Planet's satellite imagery and analytics. This collaboration aims to accelerate digital innovation in agriculture by enabling Bayer to make data-driven decisions across its global operations.

In October 2024, Bayer and MOMA Therapeutics have entered into a collaboration and exclusive license agreement to develop and commercialize a small molecule oncology program utilizing MOMA's proprietary KNOMATIC™ platform. This partnership aims to advance precision oncology treatments by targeting highly dynamic proteins, which are emerging as critical players in cancer progression.

Product Types Covered:

Over-the-counter (OTC) Products

Prescription Medications

Medical Devices

Surgical Products

Other Product Types

Treatment Types Covered:

Pharmacological Treatments

Minimally Invasive Procedures

Surgical Treatments

Disease Types Covered:

Internal Hemorrhoids

External Hemorrhoids

Thrombosed Hemorrhoids

Distribution Channels Covered:

Pharmacies and Drugstores

Online Pharmacies

Healthcare Centers

End Users Covered:

Hospitals

Clinics

Ambulatory Surgical Centers (ASCs)

Home Care

Telemedicine Providers

Other End Users

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 2022, 2023, 2024, 2026, and 2030
- 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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