

# **Gastrointestinal Bleeding Treatment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Endoscopic Hemostatic Devices (Thermal Devices, Mechanical Devices), Closure Devices, Others), By GI Tract Division (Upper GI Tract, Lower GI Tract), By End Users (Hospital/Clinics, Ambulatory Surgical Centres, Others), By Region, and By Competition, 2019-2029F**

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## **Abstracts**

Global Gastrointestinal Bleeding Treatment Market was valued at USD 557.67 million in 2023 and are expected to achieve a steady growth in the forecast period at a CAGR of 5.81% through 2029. Gastrointestinal bleeding treatment refers to the management and intervention strategies employed to address bleeding that occurs within the digestive tract, which includes the esophagus, stomach, small intestine, large intestine (colon), rectum, and anus. Gastrointestinal bleeding can manifest as either upper gastrointestinal bleeding (UGIB), which originates from the upper part of the digestive system, or lower gastrointestinal bleeding (LGIB), which originates from the lower part of the digestive system. Patients presenting with acute gastrointestinal bleeding may require immediate resuscitation and stabilization to address hemodynamic instability, restore fluid and electrolyte balance, and optimize oxygenation and tissue perfusion.

Diagnostic tests such as upper endoscopy, colonoscopy, capsule endoscopy, and imaging studies (e.g., CT angiography, nuclear medicine scans) are performed to identify the source, location, and severity of gastrointestinal bleeding and guide subsequent treatment decisions. Pharmacological interventions may be utilized to manage gastrointestinal bleeding, including the administration of proton pump inhibitors

(PPIs) to reduce gastric acid secretion, antibiotics to eradicate *Helicobacter pylori* infection, vasoactive drugs to control bleeding, and hemostatic agents to promote clot formation and hemostasis. Endoscopic procedures, such as thermal coagulation, injection sclerotherapy, band ligation, hemostatic clip application, and argon plasma coagulation, may be performed to achieve hemostasis and control bleeding from ulcers, varices, arteriovenous malformations (AVMs), and other lesions within the gastrointestinal tract.

The increasing prevalence of gastrointestinal disorders such as peptic ulcers, inflammatory bowel disease (IBD), colorectal cancer, diverticular disease, and vascular abnormalities contributes to the demand for gastrointestinal bleeding treatment. As the incidence of these conditions rises globally, the need for effective treatment options for gastrointestinal bleeding also increases. Advances in medical technology, particularly in endoscopic imaging, interventional radiology, and surgical techniques, have expanded the treatment options available for gastrointestinal bleeding. New technologies enable healthcare providers to diagnose and treat gastrointestinal bleeding more accurately and effectively, improving patient outcomes and reducing the risk of complications.

Increased awareness of gastrointestinal disorders and the importance of early detection and treatment has led to the implementation of screening programs for conditions such as colorectal cancer. Screening programs help identify individuals at risk of gastrointestinal bleeding and enable early intervention, improving patient outcomes and reducing healthcare costs associated with advanced disease stages.

## Key Market Drivers

### Rising Prevalence of Gastrointestinal Disorders

Peptic ulcers are open sores that develop on the lining of the stomach, small intestine, or esophagus. They can result from infection with *Helicobacter pylori* bacteria, long-term use of nonsteroidal anti-inflammatory drugs (NSAIDs), excessive alcohol consumption, and smoking. Peptic ulcers can cause bleeding, leading to gastrointestinal bleeding. Inflammatory bowel disease comprises conditions such as Crohn's disease and ulcerative colitis, which involve chronic inflammation of the digestive tract. Inflammatory bowel disease can lead to ulcers, fissures, and inflammation throughout the gastrointestinal tract, increasing the risk of gastrointestinal bleeding. Colorectal cancer refers to cancer that develops in the colon or rectum. It is one of the leading causes of cancer-related deaths worldwide. Colorectal cancer can cause bleeding from tumors or ulcerated areas within the colon or rectum, resulting in gastrointestinal bleeding.

Diverticular disease involves the formation of small pouches (diverticula) in the colon. Diverticulosis refers to the presence of diverticula without inflammation, while diverticulitis occurs when diverticula become inflamed or infected. In severe cases, diverticulitis can cause bleeding and lead to gastrointestinal bleeding. Abnormalities in blood vessels within the gastrointestinal tract, such as arteriovenous malformations (AVMs) and angiodysplasia, can predispose individuals to gastrointestinal bleeding. These vascular malformations may rupture or bleed spontaneously, leading to acute or chronic gastrointestinal bleeding. Gastritis refers to inflammation of the stomach lining, while esophagitis involves inflammation of the esophagus. Chronic gastritis and esophagitis can result from various factors, including infection with *Helicobacter pylori*, excessive alcohol consumption, and gastroesophageal reflux disease (GERD). Inflammation and erosion of the gastrointestinal mucosa in gastritis and esophagitis can lead to bleeding. This factor will help in the development of the Global Gastrointestinal Bleeding Treatment Market.

### Increasing Awareness and Screening Programs

Awareness and screening programs increase public awareness of gastrointestinal disorders, their risk factors, and associated symptoms. By educating individuals about the signs and symptoms of gastrointestinal conditions such as colorectal cancer, inflammatory bowel disease (IBD), and peptic ulcers, these programs encourage early recognition of potential gastrointestinal bleeding and prompt individuals to seek medical evaluation and treatment. Awareness campaigns help reduce stigma associated with gastrointestinal symptoms and encourage individuals to overcome barriers to seeking medical care. By raising awareness about the importance of gastrointestinal health and promoting open discussions about digestive symptoms, these programs empower individuals to prioritize their health and seek timely medical attention for gastrointestinal bleeding and related concerns. Awareness and screening programs promote evidence-based screening guidelines for gastrointestinal disorders, such as colorectal cancer screening guidelines endorsed by medical societies and public health organizations. By disseminating information about recommended screening modalities, age-based screening recommendations, and risk factors for gastrointestinal bleeding, these programs encourage individuals to undergo appropriate screening tests and preventive measures to detect gastrointestinal disorders at an early stage.

Awareness and screening programs facilitate access to screening services by raising awareness about available screening options, facilitating referrals to healthcare providers, and providing information about screening locations and resources. By

increasing access to screening services, particularly in underserved communities and populations with limited healthcare access, these programs help identify individuals at risk of gastrointestinal bleeding and facilitate timely referral for diagnostic evaluation and treatment. Awareness and screening programs empower patients to actively participate in their healthcare decisions and engage in preventive health behaviors. By promoting shared decision-making between patients and healthcare providers, these programs facilitate informed discussions about screening options, risk factors, and treatment considerations for gastrointestinal bleeding and related conditions. These programs provide healthcare providers with tools and resources to support patient education, counseling, and follow-up care for individuals undergoing screening and treatment for gastrointestinal disorders. This factor will pace up the demand of the Global Gastrointestinal Bleeding Treatment Market.

### Technological Advancements

Endoscopic imaging technologies, such as high-definition and narrow-band imaging, have improved visualization of gastrointestinal lesions and bleeding sources. These technologies enhance the ability of gastroenterologists to detect subtle abnormalities and accurately localize bleeding sites during endoscopic procedures. Endoscopic hemostatic techniques have evolved with the development of various devices and methods for achieving hemostasis in gastrointestinal bleeding. These include hemostatic clips, thermal coagulation probes, injection therapy with sclerosants or hemostatic agents, and newer technologies like over-the-scope clips (OTSC) and hemostatic powders. These techniques allow for precise and effective control of bleeding lesions, reducing the need for invasive surgical interventions. Capsule endoscopy involves the ingestion of a small, wireless capsule camera that captures images of the gastrointestinal tract as it passes through the digestive system. Capsule endoscopy is particularly useful for evaluating obscure gastrointestinal bleeding, as it can visualize areas of the small intestine that are inaccessible to traditional endoscopic techniques. Double balloon enteroscopy enables deep intubation of the small intestine using a specialized endoscope with an overtube and balloon attachments. This technique allows for the visualization and treatment of lesions in the small intestine, including sources of obscure gastrointestinal bleeding.

Angiographic embolization is a minimally invasive procedure used to control gastrointestinal bleeding by selectively occluding blood vessels that supply bleeding lesions. Advanced imaging modalities, such as digital subtraction angiography (DSA), allow interventional radiologists to precisely identify and target bleeding vessels, leading to successful hemostasis while preserving surrounding tissue. Radiofrequency ablation

is a technique that uses thermal energy to destroy abnormal tissue, such as precancerous lesions or dysplastic tissue associated with Barrett's esophagus. RFA can be used to treat gastrointestinal bleeding secondary to conditions like Barrett's esophagus and certain types of precancerous lesions. Hemostatic powders composed of biocompatible materials, such as hydrophilic polymers or mineral particles, can be applied endoscopically to bleeding lesions to achieve hemostasis. These powders adhere to the bleeding surface and promote clot formation, providing an effective means of controlling gastrointestinal bleeding, particularly in difficult-to-reach or high-risk areas. Wireless pH monitoring systems enable ambulatory monitoring of esophageal pH levels to evaluate gastroesophageal reflux disease (GERD) and assess the severity of esophageal mucosal injury. These systems utilize wireless pH capsules placed in the esophagus to record pH levels over a specified period, providing valuable diagnostic information for the management of GERD-related complications, including esophageal bleeding. This factor will accelerate the demand of the Global Gastrointestinal Bleeding Treatment Market.

## Key Market Challenges

### High Cost of Treatment

Gastrointestinal bleeding treatment often involves the use of advanced medical technology and equipment, including endoscopes, imaging systems, hemostatic devices, and surgical instruments. The high cost of acquiring, maintaining, and upgrading these technologies contributes to the overall cost of treatment.

Gastrointestinal bleeding treatment may require the expertise of specialized healthcare providers, including gastroenterologists, interventional radiologists, and gastrointestinal surgeons. These specialists typically command higher fees for their services, contributing to the overall cost of treatment. The diagnostic workup for gastrointestinal bleeding may involve various imaging studies, laboratory tests, and endoscopic procedures to identify the underlying cause and location of bleeding.

These diagnostic procedures can incur substantial costs, especially when multiple tests and imaging modalities are necessary to achieve an accurate diagnosis. Therapeutic interventions for gastrointestinal bleeding, such as endoscopic hemostasis, angiographic embolization, and surgical procedures, can be costly due to the use of specialized equipment, disposable supplies, anesthesia, and operating room expenses. The complexity and duration of these interventions may further contribute to their cost. Pharmacological treatments for gastrointestinal bleeding, including proton pump inhibitors (PPIs), anticoagulants, and hemostatic agents, can be expensive, especially



for patients requiring long-term or combination therapy. The cost of medications may vary based on factors such as brand name versus generic formulations, dosage regimens, and insurance coverage.

### Risk of Complications

Many treatment modalities for gastrointestinal bleeding, such as endoscopic hemostasis, angiographic embolization, and surgical interventions, are invasive procedures that carry inherent risks of complications, including bleeding, perforation, infection, and adverse reactions to anesthesia or contrast agents. Patients with gastrointestinal bleeding often have underlying health conditions, such as cardiovascular disease, liver cirrhosis, renal insufficiency, or coagulopathies, which may increase the risk of complications during treatment. Pre-existing comorbidities can complicate the management of gastrointestinal bleeding and necessitate careful risk stratification and treatment planning.

Pharmacological treatments for gastrointestinal bleeding, including anticoagulants, antiplatelet agents, and nonsteroidal anti-inflammatory drugs (NSAIDs), carry the risk of side effects such as gastrointestinal ulcers, renal impairment, and increased bleeding risk. The use of these medications in combination with other therapies for gastrointestinal bleeding may heighten the risk of adverse events and treatment-related complications. Individual patient factors, such as age, comorbidities, nutritional status, medication history, and adherence to treatment regimens, can influence the risk of complications during gastrointestinal bleeding treatment. Elderly patients and those with multiple medical conditions may be particularly vulnerable to treatment-related adverse events and may require tailored management approaches to mitigate risks.

### Key Market Trends

#### Growing Demand of Biologic Therapies

Biologic therapies offer targeted approaches to gastrointestinal bleeding treatment by selectively inhibiting pro-inflammatory cytokines, immune mediators, and cell signaling pathways involved in the pathophysiology of gastrointestinal disorders. By modulating specific molecular targets, biologic agents can attenuate inflammation, promote mucosal healing, and mitigate the risk of gastrointestinal bleeding in conditions such as inflammatory bowel disease (IBD) and autoimmune gastritis. Clinical trials and real-world studies have demonstrated the efficacy and safety of biologic therapies in achieving and maintaining disease remission, reducing disease activity, and preventing

disease complications in patients with gastrointestinal bleeding. Biologic agents such as anti-tumor necrosis factor (TNF) antibodies (e.g., infliximab, adalimumab) and anti-integrin antibodies (e.g., vedolizumab) have shown favorable outcomes in inducing and sustaining clinical and endoscopic remission in patients with IBD and reducing the risk of gastrointestinal bleeding-related hospitalizations and surgeries.

Biologic therapies have the potential to modify the natural history of gastrointestinal diseases by altering disease progression, preventing tissue damage, and modulating immune responses implicated in disease pathogenesis. By intervening early in the disease course, biologic agents may reduce the risk of long-term complications, including gastrointestinal bleeding, strictures, fistulas, and colorectal cancer, in patients with chronic inflammatory conditions affecting the gastrointestinal tract. The advent of personalized medicine approaches, including biomarker profiling, genetic testing, and pharmacogenomics, enables tailored selection of biologic therapies based on individual patient characteristics, disease phenotype, and treatment response. Personalized treatment algorithms help optimize therapeutic outcomes, minimize adverse effects, and enhance patient adherence to biologic therapy regimens in the management of gastrointestinal bleeding and related complications.

## Segmental Insights

### GI Tract Division Insights

The Lower GI Tract segment is projected to experience significant dominance in the Global Gastrointestinal Bleeding Treatment Market during the forecast period. Disorders affecting the lower gastrointestinal (GI) tract, including the colon, rectum, and anus, are common and can lead to gastrointestinal bleeding. Conditions such as diverticulosis, colorectal cancer, inflammatory bowel disease (IBD), and hemorrhoids contribute to the substantial burden of lower GI tract disorders globally. As the incidence and prevalence of these conditions rise, there is a greater demand for effective treatments to manage gastrointestinal bleeding originating from the lower GI tract. Advances in diagnostic technologies, such as colonoscopy, flexible sigmoidoscopy, and capsule endoscopy, have improved the detection and localization of sources of lower GI bleeding.

These technologies enable healthcare providers to accurately diagnose and assess the severity of lower GI tract disorders, facilitating targeted treatment interventions to control bleeding and prevent complications. Minimally invasive treatment options for lower GI tract bleeding, including endoscopic therapies such as thermal coagulation, injection therapy, and endoscopic clips, offer effective alternatives to traditional surgical

approaches. These minimally invasive techniques are associated with reduced patient discomfort, shorter hospital stays, and faster recovery times, driving their adoption for the management of lower GI bleeding. The implementation of colorectal cancer screening programs and initiatives aimed at early detection and prevention of lower GI tract disorders has increased awareness and detection rates among at-risk populations. Screening programs help identify individuals with precancerous lesions or early-stage colorectal cancer, enabling timely intervention to prevent disease progression and reduce the risk of gastrointestinal bleeding-related complications.

### End Users Insights

The Hospital/Clinics segment is projected to experience significant growth in the Global Gastrointestinal Bleeding Treatment Market during the forecast period. Hospitals and clinics serve as primary points of access for patients seeking medical care, including gastrointestinal bleeding treatment. As healthcare access improves globally, more individuals are likely to visit hospitals and clinics for diagnosis and treatment of gastrointestinal bleeding. Hospitals and clinics typically have advanced medical infrastructure, including endoscopy suites, interventional radiology facilities, and operating rooms equipped to perform complex procedures to diagnose and treat gastrointestinal bleeding effectively. The availability of such infrastructure enhances the capacity of hospitals and clinics to manage a wide range of gastrointestinal bleeding cases.

Gastrointestinal bleeding often requires a multidisciplinary approach involving gastroenterologists, interventional radiologists, surgeons, and other healthcare professionals. Hospitals and clinics provide an ideal setting for collaboration among specialists from different disciplines to develop comprehensive treatment plans tailored to individual patient needs. Many hospitals and clinics offer specialized services dedicated to the diagnosis and treatment of gastrointestinal disorders, including gastrointestinal bleeding. These specialized centers often have dedicated teams of healthcare professionals with expertise in managing various gastrointestinal conditions, ensuring high-quality care and optimal patient outcomes.

### Regional Insights

North America emerged as the dominant region in the Global Gastrointestinal Bleeding Treatment Market in 2023. North America boasts highly developed healthcare infrastructure, including state-of-the-art hospitals, specialized treatment centers, and advanced medical technology. These facilities enable healthcare providers to offer a



wide range of diagnostic and treatment options for gastrointestinal bleeding, including endoscopic procedures, interventional radiology, and surgical interventions. The region is at the forefront of technological innovation in healthcare, with ongoing advancements in diagnostic imaging, endoscopic devices, and therapeutic interventions for gastrointestinal bleeding. These technological innovations improve the accuracy of diagnosis, enhance treatment outcomes, and contribute to the overall quality of patient care.

North America is home to a large pool of skilled healthcare professionals, including gastroenterologists, interventional radiologists, surgeons, and nurses, who specialize in the diagnosis and treatment of gastrointestinal disorders. The expertise of these healthcare professionals contributes to the delivery of high-quality care and the effective management of gastrointestinal bleeding cases. The region benefits from robust investment in research and development (R&D) initiatives aimed at advancing medical knowledge, developing new treatment modalities, and improving patient outcomes in gastrointestinal bleeding management. Academic institutions, healthcare organizations, and industry stakeholders collaborate to drive innovation and translate scientific discoveries into clinical practice.

### Key Market Players

Boston Scientific Corporation

Olympus Corporation

CONMED Corporation

Ovesco Endoscopy AG

Erbe Elektromedizin GmbH

Steris Plc

US Medical Innovations, LLC.

Pfizer Inc.

### Report Scope:

*Gastrointestinal Bleeding Treatment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast,...*

In this report, the Global Gastrointestinal Bleeding Treatment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Gastrointestinal Bleeding Treatment Market, By Product:

- o Closure Devices
- o Endoscopic Hemostatic Devices
- ? Thermal Devices
- ? Mechanical Devices
- o Others

#### Gastrointestinal Bleeding Treatment Market, By GI Tract Division:

- o Upper GI Tract
- o Lower GI Tract

#### Gastrointestinal Bleeding Treatment Market, By End Users:

- o Hospital/Clinics
- o Ambulatory Surgical Centres
- o Others

#### Gastrointestinal Bleeding Treatment Market, By Region:

- o North America

? United States

? Canada

? Mexico

o Europe

? Germany

? United Kingdom

? France

? Italy

? Spain

o Asia-Pacific

? China

? Japan

? India

? Australia

? South Korea

o South America

? Brazil

? Argentina

? Colombia

o Middle East & Africa

? South Africa

? Saudi Arabia

? UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Gastrointestinal Bleeding Treatment Market.

Available Customizations:

Global Gastrointestinal Bleeding Treatment market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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