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India Bariatric Surgical Devices Market By Product (Hand Instrument, Access Instrument, Endoscope, Surgical Stapling Devices, Electrosurgery, Endoscopic Suturing Device, Accessories), By Surgery (Gastric Banding, Sleeve gastrectomy, Gastric bypass, Biliopancreatic diversion with a duodenal switch (BPD-DS), Endoscopy), By End User (Hospitals & Clinics, Ambulatory Surgery Centers, Others), By Region, Competition, Forecast & Opportunities, 2019-2029F

https://marketpublishers.com/r/I99A5B407DB2EN.html
Date: October 2023
Pages: 90
Price: US$ 3,500.00 (Single User License)
ID: I99A5B407DB2EN

Abstracts

India Bariatric Surgical Devices Market is anticipated to project impressive growth in the forecast period. Bariatric Surgical Devices are highly specialized tools meticulously designed specifically for performing weight loss surgeries on individuals suffering from obesity. These remarkable devices play a crucial and intricate role in creating precise alterations to the digestive system, such as reducing the size of the stomach or rerouting the small intestines, with the utmost precision and care. By implementing these modifications, the devices effectively limit food intake and meticulously regulate nutrient absorption, thus aiding in the achievement of significant and sustainable weight loss goals.

Furthermore, the ultimate objective of utilizing these advanced devices extends beyond weight reduction; it also encompasses the comprehensive improvement of various related health conditions, including but not limited to type 2 diabetes and hypertension. Through their exceptional precision, transformative capabilities, and comprehensive

approach, Bariatric Surgical Devices are revolutionizing the field of weight loss surgery, offering new hope and transformative opportunities for individuals seeking a healthier and happier life.With their groundbreaking advancements, these devices are changing the landscape of weight loss surgery, providing individuals with a renewed sense of hope and a path to a better future. The intricate details and precision engineering of these devices ensure that every procedure is performed with the highest level of accuracy and safety, making them an indispensable tool for healthcare professionals dedicated to helping individuals achieve their weight loss goals and improve their overall well-being.

Key Market Drivers

Rising Prevalence of Obesity in India

The increasing prevalence of obesity in India has led to a notable surge in the demand for bariatric surgical devices. India is currently grappling with an obesity epidemic, driven by various factors including changing dietary habits, sedentary lifestyles, and urbanization. As obesity rates continue to rise, so do the associated health issues, such as diabetes, hypertension, and cardiovascular diseases. India is witnessing a rapid increase in obesity rates, with a substantial portion of the population facing the physical and metabolic consequences of excess weight. This surge in obesity has led to a parallel rise in the demand for bariatric surgery as an effective and sometimes life-saving intervention. The Indian government has recognized the gravity of the obesity epidemic and is promoting bariatric surgery as a cost-effective solution for managing obesity-related conditions. This has resulted in improved access to bariatric surgeries across public and private healthcare sectors.

Bariatric surgery often requires a multidisciplinary approach, involving not only surgeons but also dietitians, psychologists, and other healthcare professionals. The availability of specialized surgical devices complements this holistic approach, contributing to the expansion of bariatric surgery as a viable option for managing obesity. The increasing prevalence of obesity in India is driving a substantial rise in the demand for bariatric surgical devices. As healthcare systems adapt to address this pressing health issue, the development and accessibility of advanced surgical instruments play a pivotal role in helping individuals combat obesity and its associated health challenges.

Increasing Prevalence Rate of Type 2 Diabetes and Heart Diseases

The increasing prevalence rates of Type 2 diabetes and heart diseases are significantly

driving up the demand for bariatric surgical devices. Both conditions are closely linked to obesity, and as the global obesity epidemic continues to grow, so does the incidence of these chronic health issues. Bariatric surgery has emerged as a highly effective treatment option for individuals struggling with severe obesity and its associated comorbidities, making it a critical factor in the increased demand for specialized surgical devices. Type 2 diabetes is closely associated with obesity, and India has witnessed a dramatic increase in diabetes cases in recent years. Bariatric surgery is increasingly recognized as a powerful tool for managing diabetes, often resulting in significant improvements or even remission of the disease. Consequently, the demand for bariatric surgical devices has surged as more individuals with diabetes seek these life-changing procedures.

Rising Disposable Income

The increasing disposable income among the global population is playing a significant role in driving up the demand for bariatric surgical devices. Bariatric surgery, which aims to treat severe obesity and related health conditions, has gained popularity as individuals with higher disposable incomes seek advanced medical interventions to improve their quality of life. As disposable incomes rise, individuals are more financially capable of undergoing elective medical procedures such as bariatric surgery. These surgeries can be costly, and the ability to afford such treatments has expanded with increased income levels, driving the demand for specialized surgical devices.

Rising disposable incomes have also facilitated medical tourism, with individuals from countries with high healthcare costs traveling to other nations for more affordable bariatric surgeries. This trend has led to increased demand for bariatric surgical devices in medical tourism destinations. With greater disposable income often comes a heightened awareness of the importance of health and well-being. Individuals are increasingly willing to invest in procedures that can improve their overall health and reduce the long-term financial burden associated with obesity-related health conditions. This awareness fuels the demand for bariatric surgical devices.

Advancements In Medical Technology

Advancements in medical technology have been instrumental in driving up the demand for bariatric surgical devices. Bariatric surgery, which addresses severe obesity and related health issues, has benefited immensely from these technological innovations, leading to safer and more effective procedures. Technological advancements have led to the development of minimally invasive surgical techniques, such as laparoscopy and

robotic-assisted surgery, which offer numerous benefits, including smaller incisions, reduced post-operative pain, shorter hospital stays, and quicker recovery times. Bariatric surgery has greatly benefited from these techniques, and their adoption has increased the demand for specialized devices designed for minimally invasive procedures. Improved diagnostic tools like high-resolution imaging (CT scans, MRI) and diagnostic laparoscopy aid in precise preoperative planning and patient assessment. These technologies enable surgeons to choose the most suitable bariatric procedure and enhance the overall safety and effectiveness of surgeries. The demand for bariatric surgical devices has surged as manufacturers develop cutting-edge instruments and equipment. These include specialized stapling devices, trocars, and energy instruments, all designed to cater to the unique requirements of bariatric surgeries. These devices contribute to the precision, efficiency, and safety of these procedures.

Advancements in telemedicine and remote patient monitoring have improved post-operative care and long-term follow-up for bariatric surgery patients. These technologies enhance patient outcomes and satisfaction, further driving the demand for bariatric procedures and devices. Advancements in medical technology have played a pivotal role in increasing the demand for bariatric surgical devices. These innovations have not only made bariatric surgeries safer and more effective but have also expanded access to these life-changing procedures, ultimately benefiting individuals struggling with obesity and related health conditions.

Key Market Challenges

High Cost of Surgery

The high cost of bariatric surgery can indeed have a dampening effect on the demand for bariatric surgical devices. Bariatric surgery is known to be a costly medical intervention, which encompasses various expenses including surgeon fees, hospital charges, anesthesia, post-operative care, and the cost of specialized surgical devices. The significant overall cost of bariatric surgery can make it inaccessible to individuals with limited financial resources. This affordability barrier can lead to reduced demand for bariatric surgical devices as a whole, as potential patients may opt for alternative treatments or continue struggling with obesity-related health issues.

The availability and extent of insurance coverage for bariatric surgery can impact patient demand. In regions where health insurance plans do not cover these procedures or provide limited coverage, individuals may be deterred from pursuing surgery, leading to lower demand for associated surgical devices. Even for those with insurance coverage,

high out-of-pocket expenses, such as copayments and deductibles, can dissuade potential patients from undergoing bariatric surgery. The financial burden can discourage individuals from considering this treatment option, indirectly affecting the demand for bariatric surgical devices.

Lack of Knowledge and Awareness

The lack of knowledge and awareness surrounding bariatric surgery is a significant factor contributing to the decreased demand for bariatric surgical devices. Bariatric surgery is a highly effective treatment for severe obesity and related health conditions, but misconceptions, limited awareness, and insufficient education can hinder patient adoption and utilization of these procedures and the devices associated with them. Many individuals hold misconceptions about bariatric surgery, including concerns about its safety, invasiveness, and potential risks. A lack of accurate information can deter individuals from exploring this treatment option, leading to decreased demand for bariatric surgical devices.

Access to reliable and comprehensive information about bariatric surgery is not widespread. Individuals may not be aware of the procedures available, their potential benefits, or the role of specialized surgical devices in these surgeries. Healthcare providers play a crucial role in educating patients about bariatric surgery. However, some may lack adequate knowledge or training in this field, leading to fewer referrals and less information dissemination about the procedures and associated devices. In regions where health insurance plans do not cover bariatric surgery or provide limited coverage, patients may remain uninformed about this treatment option, leading to decreased demand for bariatric surgical devices.

Key Market Trends

Rise Of Medical Tourism in India

The rise of medical tourism in India has significantly contributed to the increased demand for bariatric surgical devices. India has emerged as a preferred destination for individuals seeking high-quality healthcare services at a fraction of the cost in their home countries. India boasts world-class healthcare facilities and highly skilled medical professionals who are experienced in performing bariatric surgeries. The availability of state-of-the-art equipment and surgical devices further enhances the appeal of India as a medical tourism destination for bariatric procedures.

Medical tourists come to India not only for cost savings but also for the high-quality care provided. The assurance of receiving safe and effective bariatric surgeries with the latest surgical devices motivates individuals to choose India as their destination for treatment. Specialized Facilities: Many healthcare institutions in India have dedicated centers of excellence for bariatric surgery, equipped with advanced surgical devices tailored to these complex procedures. These facilities are designed to cater to the unique needs of medical tourists seeking bariatric surgery. Medical tourism packages often include comprehensive care, which encompasses pre-operative consultations, surgery, post-operative follow-up, and recovery support. These packages further boost the demand for bariatric surgical devices as more patients opt for all-inclusive treatment plans.

Cost-Effectiveness Of Treatments

The cost-effectiveness of bariatric surgery is a pivotal factor driving the increasing demand for bariatric surgical devices. Bariatric surgery is a highly effective treatment option for individuals struggling with severe obesity and associated health conditions. As healthcare costs continue to rise, many individuals and healthcare systems are recognizing the long-term economic benefits of these surgeries, contributing to the growing demand for specialized bariatric surgical devices. Bariatric surgery can lead to significant and sustained weight loss, resulting in improved overall health and a reduced risk of obesity-related comorbidities like diabetes and heart disease. By addressing these conditions, bariatric surgery can potentially lead to long-term healthcare cost savings. This prospect encourages both individuals and healthcare providers to opt for these procedures, subsequently driving the demand for bariatric surgical devices. After bariatric surgery, patients often require fewer medications to manage obesity-related health issues. The decreased reliance on expensive medications for conditions like diabetes and hypertension can lead to substantial savings over time, making the surgery a cost-effective choice. Bariatric surgery can enhance a patient's quality of life by reducing or eliminating obesity-related health problems, such as joint pain, sleep apnea, and depression. This improvement in well-being translates to increased productivity, better job opportunities, and a reduced need for disability-related benefits, contributing to the cost-effectiveness of these surgeries.

Studies have shown that bariatric surgery can lead to fewer hospitalizations and emergency room visits for obesity-related complications. This reduction in healthcare utilization results in cost savings for both patients and healthcare systems, further driving the demand for bariatric surgical devices. As insurance companies recognize the cost-effectiveness of bariatric surgery, some have started to cover these procedures.

This has expanded access to bariatric surgery, increasing the demand for surgical devices needed to perform these surgeries.

Segmental Insights

Surgery Insights

Based on the surgery, the sleeve gastrectomy segment is projected to maintain its dominance in the market, holding the largest share and registering the highest Compound Annual Growth Rate (CAGR) during the forecast period. This can be attributed to the recent approval of this incision-less surgery by the FDA, which has instilled confidence in both patients and healthcare professionals. The Sleeve Gastrectomy procedure has witnessed remarkable advancements and innovations in recent years, such as improved surgical techniques and enhanced post-operative care, making it an increasingly preferred choice for individuals seeking effective weight loss solutions. With its minimally invasive nature, shorter recovery time, and consistently positive outcomes, the popularity of Sleeve Gastrectomy continues to grow among patients and healthcare practitioners alike.

End User Insights

Based on end user, in India, hospitals and clinics play a significant role in driving the growth of the Bariatric Surgical Devices Market. These medical institutions, with their extensive accessibility and state-of-the-art facilities, have emerged as the primary choice for patients seeking bariatric surgeries. The availability of advanced surgical devices in these settings not only enhances patient outcomes but also reinforces patient trust in the healthcare system. Moreover, the confluence of technological advancements, affordability, and the rising prevalence of obesity further solidifies the position of hospitals and clinics at the forefront of India's Bariatric Surgical Devices Market. With continuous advancements in surgical techniques and the adoption of innovative devices, hospitals and clinics are well-equipped to offer comprehensive care to patients, ensuring successful outcomes and improving their quality of life. The dedication of healthcare professionals, coupled with the supportive infrastructure of hospitals and clinics, creates a conducive environment for the growth of the Bariatric Surgical Devices Market in India. As these institutions continue to prioritize patient safety and satisfaction, the market is expected to witness sustained growth, benefiting both patients and the healthcare industry as a whole.

Regional Insights

In the rapidly growing Bariatric Surgical Devices Market in India, the North region is projected to take the lead. This dominance can be attributed to several factors. Firstly, the high prevalence of obesity and associated health conditions in this region creates a significant demand for bariatric surgeries. The North region has witnessed a steady increase in obesity rates due to changing lifestyles, lack of physical activity, and unhealthy dietary habits. As a result, there is a pressing need for effective weight loss solutions, and bariatric surgeries have emerged as a viable option. The increasing awareness of the benefits of these surgeries among the population further fuels the demand in the North region. Health campaigns, educational programs, and media coverage have played a crucial role in disseminating information about the positive outcomes and long-term health benefits of bariatric surgeries. As a result, individuals who have struggled with obesity are now more willing to explore surgical interventions to improve their quality of life.

The North region boasts advanced healthcare facilities that cater to the growing demand for bariatric surgeries. State-of-the-art hospitals equipped with modern infrastructure, skilled surgeons, and specialized bariatric surgery units provide comprehensive care to patients seeking weight-loss procedures. The availability of such advanced treatment options ensures that individuals in the North region have access to the highest quality of care and can make informed decisions regarding their health. The North region's leading position in the Bariatric Surgical Devices Market in India can be attributed to the high prevalence of obesity, increasing awareness among the population, and advanced healthcare facilities. As the demand for bariatric surgeries continues to rise, it is expected that the North region will remain at the forefront of this rapidly evolving field, offering effective weight-loss solutions to individuals in need.

Key Market Players

India Medtronic Pvt. Ltd.

Johnson and Johnson Ltd

Apollo Endosurgery India

B. Braun India

Becton Dickinson India Pvt Ltd.

Styrker India Pvt. Ltd.

Dolphin Surgicals Industries

Western Trading Company

Staan Bio-Med Engineering Private Limited

Report Scope:

In this report, the India Bariatric Surgical Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Bariatric Surgical Devices Market, By Product:

Hand Instrument

Access Instrument

Endoscope

Surgical Stapling Devices

Electrosurgery

Endoscopic Suturing Device

Accessories

India Bariatric Surgical Devices Market, By Surgery:

Gastric Banding

Sleeve Gastrectomy

Gastric Bypass

Biliopancreatic Diversion with A Duodenal Switch (Bpd-Ds)

Endoscopy

India Bariatric Surgical Devices Market, By End User:

Hospitals & Clinics

Ambulatory Surgery Centres

Others

India Bariatric Surgical Devices Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Bariatric Surgical Devices Market.

Available Customizations:

India Bariatric Surgical Devices 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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