

# **Ostomy Care and Accessories Market Size, Trends, Analysis, and Outlook By Product (Bags, Accessories), By Application (Colostomy, Ileostomy, Urostomy), By End-user (Home Care Settings, Hospitals, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Ostomy Care and Accessories market size is poised to register 5.28% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Ostomy Care and Accessories market across By Product (Bags, Accessories), By Application (Colostomy, Ileostomy, Urostomy), By End-user (Home Care Settings, Hospitals, Others).

The Ostomy Care and Accessories Market is witnessing growth driven by the increasing prevalence of colorectal cancer, inflammatory bowel disease, and gastrointestinal disorders, and the demand for ostomy products and accessories for stoma management and patient comfort in ostomy care settings and home healthcare environments. Ostomy care involves the management of a surgically created opening or stoma on the abdominal wall through which waste products from the intestines are diverted and collected in an external pouching system. Key trends shaping its future include the development of advanced ostomy appliances and skin barriers with hydrocolloid, hydrogel, and silicone-based adhesives for secure and leak-proof ostomy pouching, the customization of ostomy accessories with integrated filters, deodorizers, and moisture-absorbing layers for odor control and skin protection, and the integration of ostomy care products with digital health technologies and remote monitoring devices for telehealth support and patient education. Additionally, factors such as the aging population and the increasing prevalence of chronic digestive diseases and bowel

surgeries, the advancements in ostomy product design and manufacturing technologies, and the regulatory initiatives to improve ostomy care standards and product quality are expected to drive market growth in 2024 and beyond.

## Ostomy Care and Accessories Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Ostomy Care and Accessories market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Ostomy Care and Accessories survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Ostomy Care and Accessories industry.

## Key market trends defining the global Ostomy Care and Accessories demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Ostomy Care and Accessories Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Ostomy Care and Accessories industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Ostomy Care and Accessories companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Ostomy Care and Accessories industry

Leading Ostomy Care and Accessories companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments

and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Ostomy Care and Accessories companies.

### Ostomy Care and Accessories Market Study- Strategic Analysis Review

The Ostomy Care and Accessories market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Ostomy Care and Accessories Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Ostomy Care and Accessories industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Ostomy Care and Accessories Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Ostomy Care and Accessories Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Ostomy Care and Accessories market segments. Similarly, Strong end-user demand is encouraging Canadian Ostomy Care and Accessories companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Ostomy Care and Accessories market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Ostomy Care and Accessories Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Ostomy Care and Accessories industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Ostomy Care and Accessories market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Ostomy Care and Accessories Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Ostomy Care and Accessories in Asia Pacific. In particular, China, India, and South East Asian Ostomy Care and Accessories markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their

competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

#### Latin America Ostomy Care and Accessories Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

#### Middle East and Africa Ostomy Care and Accessories Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Ostomy Care and Accessories market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Ostomy Care and Accessories.

#### Ostomy Care and Accessories Market Company Profiles

The global Ostomy Care and Accessories market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AdvaCare Pharma, Alcare Diagnostic Research Center Pvt Ltd, Coloplast Corp, ConvaTec Inc, Cymed, Fortis Medical Products, Hollister Inc, Marlen Manufacturing & Development Company, Nu-Hope Laboratories Inc, Perfect Choice Medical Technologies, Perma-Type Company Inc, Safe n' Simple, Schena Ostomy Technologies Inc, TG Eakin Ltd

#### Recent Ostomy Care and Accessories Market Developments

The global Ostomy Care and Accessories market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Ostomy Care and Accessories Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

By Product

Bags

-One Piece

-Two Piece

Accessories

-Seals/Barrier Rings

-Pouch Cover

-Pouch Closures

-Stoma Caps/Hat

-Others

By Application

Colostomy

Ileostomy

Urostomy

By End-user

Home Care Settings

Hospitals

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

AdvaCare Pharma

Alcare Diagnostic Research Center Pvt Ltd

Coloplast Corp

ConvaTec Inc

Cymed

Fortis Medical Products

Hollister Inc

Marlen Manufacturing & Development Company

Nu-Hope Laboratories Inc

Perfect Choice Medical Technologies

Perma-Type Company Inc

Safe n' Simple

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Formats Available: Excel, PDF, and PPT



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