

Surgical ENT Devices Market Size, Trends, Analysis, and Outlook By Product (Radiofrequency Handpieces, Sinus Stents, Powered Surgical Instruments, Rigid Endoscopes, Sinus Balloon Dilation Devices, Otological Drill Burrs, ENT Hand Instruments, Tympanostomy Tubes, Nasal Packing Devices), By End-user (Hospitals, Specialty Clinics, Ambulatory Surgery Centers), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/S52CC14A8F98EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: S52CC14A8F98EN

Abstracts

The global Surgical ENT Devices market size is poised to register 5.49% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Surgical ENT Devices market across By Product (Radiofrequency Handpieces, Sinus Stents, Powered Surgical Instruments, Rigid Endoscopes, Sinus Balloon Dilation Devices, Otological Drill Burrs, ENT Hand Instruments, Tympanostomy Tubes, Nasal Packing Devices), By End-user (Hospitals, Specialty Clinics, Ambulatory Surgery Centers).

The Surgical ENT (Ear, Nose, Throat) Devices market is experiencing significant growth due to increasing prevalence of ENT disorders, technological advancements in surgical techniques, and rising demand for minimally invasive procedures. Surgical ENT devices, including endoscopes, powered instruments, implants, and navigation systems, play a critical role in diagnosing and treating conditions such as chronic sinusitis, hearing loss, and throat cancer. With factors such as aging populations, urbanization, and pollution contributing to the growing burden of ENT diseases, ENT surgeons and medical device manufacturers are investing in innovative technologies and treatment

modalities to improve patient outcomes and quality of life. Moreover, the shift towards outpatient procedures, ambulatory surgery centers, and office-based interventions is driving market demand for compact, portable, and user-friendly ENT devices. With ongoing trends towards precision medicine, digital health, and value-based care, the Surgical ENT Devices market is poised for continued expansion, offering opportunities for improved diagnostics, therapeutic interventions, and patient-centered care delivery.

Surgical ENT Devices 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 Surgical ENT Devices market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Surgical ENT Devices 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 Surgical ENT Devices industry.

Key market trends defining the global Surgical ENT Devices 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.

Surgical ENT Devices Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Surgical ENT Devices 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 Surgical ENT Devices companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Surgical ENT Devices industry

Leading Surgical ENT Devices 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 Surgical ENT Devices companies.

Surgical ENT Devices Market Study- Strategic Analysis Review

The Surgical ENT Devices 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.

Surgical ENT Devices Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Surgical ENT Devices 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.

Surgical ENT Devices 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 Surgical ENT Devices 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 Surgical ENT Devices market segments. Similarly, Strong end-user demand is encouraging Canadian Surgical ENT Devices companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Surgical ENT Devices market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Surgical ENT Devices Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Surgical ENT Devices 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 Surgical ENT Devices 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 Surgical ENT Devices 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 Surgical ENT Devices in Asia Pacific. In particular, China, India, and South East Asian Surgical ENT Devices 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 Surgical ENT Devices 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 Surgical ENT Devices 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 Surgical ENT Devices market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Surgical ENT Devices.

Surgical ENT Devices Market Company Profiles

The global Surgical ENT Devices 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 HOYA Corp, Integra LifeSciences, Johnson & Johnson, Medtronic plc, Olympus Corp, Richard Wolf GmbH, Smith & Nephew, Sonova, Stryker, ZEISS Group

Recent Surgical ENT Devices Market Developments

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

Surgical ENT Devices 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

Radiofrequency Handpieces

Sinus Stents

Powered Surgical Instruments

Rigid Endoscopes

-Laryngoscopes

-Rhinoscopes

-Otological Endoscopes

Sinus Balloon Dilation Devices

Otological Drill Burrs

ENT Hand Instruments

Tympanostomy Tubes

Nasal Packing Devices

By End-User

Hospitals

Specialty Clinics

Ambulatory Surgery Centers

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

HOYA Corp

Integra LifeSciences

Johnson & Johnson

Medtronic plc

Olympus Corp

Richard Wolf GmbH

Smith & Nephew

Sonova

Stryker

ZEISS Group

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Surgical ENT Devices Market Overview and Key Findings, 2024
- 1.2 Surgical ENT Devices Market Size and Growth Outlook, 2021- 2030
- 1.3 Surgical ENT Devices Market Growth Opportunities to 2030
- 1.4 Key Surgical ENT Devices Market Trends and Challenges
 - 1.4.1 Surgical ENT Devices Market Drivers and Trends
 - 1.4.2 Surgical ENT Devices Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Surgical ENT Devices Companies

2. SURGICAL ENT DEVICES MARKET SIZE OUTLOOK TO 2030

- 2.1 Surgical ENT Devices Market Size Outlook, USD Million, 2021- 2030
- 2.2 Surgical ENT Devices Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. SURGICAL ENT DEVICES MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. SURGICAL ENT DEVICES MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Product
 - Radiofrequency Handpieces
 - Sinus Stents

Powered Surgical Instruments

Rigid Endoscopes

-Laryngoscopes

-Rhinoscopes

-Otological Endoscopes

Sinus Balloon Dilation Devices

Otological Drill Burrs

ENT Hand Instruments

Tympanostomy Tubes

Nasal Packing Devices

By End-User

Hospitals

Specialty Clinics

Ambulatory Surgery Centers

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Surgical ENT Devices Market, 2025

5.2 Asia Pacific Surgical ENT Devices Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Surgical ENT Devices Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Surgical ENT Devices Market, 2025

5.5 Europe Surgical ENT Devices Market Size Outlook by Type, 2021- 2030

5.6 Europe Surgical ENT Devices Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Surgical ENT Devices Market, 2025

5.8 North America Surgical ENT Devices Market Size Outlook by Type, 2021- 2030

5.9 North America Surgical ENT Devices Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Surgical ENT Devices Market, 2025

5.11 South America Pacific Surgical ENT Devices Market Size Outlook by Type, 2021- 2030

5.12 South America Surgical ENT Devices Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Surgical ENT Devices Market, 2025

5.14 Middle East Africa Surgical ENT Devices Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Surgical ENT Devices Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

- 6.1 US Surgical ENT Devices Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Surgical ENT Devices Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Surgical ENT Devices Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Surgical ENT Devices Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Surgical ENT Devices Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Surgical ENT Devices Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Surgical ENT Devices Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Surgical ENT Devices Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Surgical ENT Devices Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Surgical ENT Devices Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Surgical ENT Devices Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Surgical ENT Devices Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Surgical ENT Devices Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Surgical ENT Devices Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Surgical ENT Devices Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Surgical ENT Devices Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Surgical ENT Devices Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Surgical ENT Devices Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Surgical ENT Devices Industry Drivers and Opportunities

- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Surgical ENT Devices Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Surgical ENT Devices Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Surgical ENT Devices Industry Drivers and Opportunities

7. SURGICAL ENT DEVICES MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. SURGICAL ENT DEVICES COMPANY PROFILES

- 8.1 Profiles of Leading Surgical ENT Devices Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

HOYA Corp

Integra LifeSciences

Johnson & Johnson

Medtronic plc

Olympus Corp

Richard Wolf GmbH

Smith & Nephew

Sonova

Stryker

ZEISS Group

9. APPENDIX

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

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