

Ear Infection Treatment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 111 pages | Mordor Intelligence

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Report description:

The ear infection treatment market was valued at USD 10,671.91 million in 2021, and it is expected to register a CAGR of 5.19% during the forecast period.

The COVID-19 outbreak impacted every aspect of the healthcare industry, including the market for ear infection drugs and surgeries, as there are significant disruptions to businesses and economic activities worldwide. According to a study titled 'Covid-19 and Ear Surgery: Treatment Strategies and Triage during the Post-lockdown Period', in 2020, ear surgery was a potential source of infection for healthcare workers. The report stated that triage of cases with ear disease requiring surgical intervention is still a must until vaccines are made readily available to the general population and healthcare workers on a large scale. This condition during the pandemic has impacted the ear infection market significantly.

An ear infection occurs when a bacterial or viral infection affects the inner, middle, or outer ear. Ear infections can be painful because of inflammation and fluid buildup in the ear. Acute ear infections can cause mild pain and discomfort in the ear. However, chronic cases can cause severe pain, loss of body balance, drainage of fluids from the ear, headache, and even hearing loss in some cases.

Other factors like unclean and unhealthy environment also increase the risk of ear infection, thus boosting the ear infection treatment market.

Ear infections can sometimes cause hearing loss due to inflammation and fluid buildup in the area behind the eardrum. According to the World Health Organization (WHO), nearly 2.5 billion people are projected to have some degree of hearing loss, and at least 700 million will require hearing rehabilitation by 2050. However, the high costs of surgical procedures in severe cases have been

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restraining the growth of the market.

Ear Infection Treatment Market Trends

The Middle Ear Infection Segment is Expected to Show a High Growth Rate During the Forecast Period

An ear infection, called acute otitis media (AOM), is an infection of the middle ear, the air-filled space behind the eardrum that contains the tiny vibrating bones of the ear. Children are more likely than adults to get ear infections. A 2021 study titled "Ear tubes or antibiotics for repeat infections in children", reported that ear infections are among the most common illnesses in US children. They occur when bacteria or viruses infect the area behind the eardrum called the middle ear. Parts of the middle ear become swollen or blocked, trapping fluid behind the eardrum, leading to pressure and pain and affecting hearing.

Another study titled "What is the incidence and prevalence of acute otitis media (AOM) in the US?", published in September 2019, reported that the incidence of middle ear effusion episodes is approximately 48% at age six months, 79% at age 1 year, and 91% at age 2 years. The peak incidence of the disease is in children aged between 3 and 18 months. As per a 2021 report titled 'Acute Otitis Media', approximately 80% of all children will experience a case of otitis media during their lifetime, and between 80% and 90% of all children will have otitis media with an effusion before school age.

Furthermore, a study titled 'Inactivation and sensitization of Pseudomonas aeruginosa by microplasma jet array for treating otitis media', published in 2021, reported the feasibility and potential of a microplasma jet array as a treatment method for otitis media from in vitro, driving the market. Hence, these factors are expected to drive the market over the forecast period.

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North America Dominates the Market and is Expected to Continue the Trend During the Forecast Period

The ear infection treatment market in the United States is driven by the increasing number of ear infections, growing behavioral risk factor of smoking, and increasing product launches for treating ear infections.

According to an article published by the National Institute on Deafness and Other Communication Disorders in March 2021, five out of six children in the country experience ear infection by 3 years of age. Thus, the high incidence rate of ear infection in the country is projected to drive the market. According to the report titled "Acute Otitis Media", published in March 2021, otitis media is most commonly seen between 6 and 24 months. Approximately 80% of all children experience a case of otitis media during their lifetime, and between 80% and 90% of all children will have otitis media with an effusion before school age. ?

In addition, the launch of new medicines for the treatment of ear infections among the country may drive the market. For instance, in August 2020, Sandoz Inc. launched the Ciprofloxacin 0.3% + Dexamethasone 0.1% otic suspension 7.5mL ear drops in the United States for the treatment of middle ear and outer ear canal bacterial infections. Thus, such product launches may positively impact the market's growth over the forecast period. In May 2020, Smith+Nephew launched the first commercial procedure of Tula System, an in-office solution for the placement of tympanostomy tubes (commonly known as ear tubes), which are affected by ear infection, thus boosting the market. In August 2021, the United States had nearly 20 million estimated cases of acute middle ear infections, and the annual cost associated with this condition is estimated to exceed USD 4 billion.

Thus, such factors are expected to significantly boost the US ear infection treatment market during the forecast period.

Ear Infection Treatment Market Competitor Analysis

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The majority of key players involved in the research and manufacturing of ear infection treatment are established in developed countries. Market leaders with more funds for research and a better distribution system have established their position in the market. Moreover, Asia-Pacific is witnessing an emergence of some small players due to the rising awareness, which has helped the market's growth. American Diagnostic Corporation, Pfizer, Sanofi SA, Olympus Corporation, and Novartis are some of the market players.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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