

## **Hemorrhoid Treatment Devices Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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### **Report description:**

The hemorrhoid treatment devices market is expected to register a CAGR of 4.7% during the forecast period (2022-2027).

The COVID-19 pandemic was an unprecedented health concern and adversely affected communities, industries, businesses, and lives worldwide. The rising COVID-19 cases across the globe have had a profound impact on the market. For instance, a research study titled "Impact of COVID-19 Quarantine on Advanced Hemorrhoidal Disease and the Role of Telemedicine in Patient Management", published in October 2020, stated that COVID-19-related delays are linked to a deterioration of hemorrhoidal symptoms and patients' well-being. Weight loss and lifestyle changes were deemed critical factors in determining disease severity. Thus, COVID-19 had a pronounced impact on the growth of the market.

A hemorrhoid is an abnormal mass of engorged and dilated blood vessels in swollen tissue that occurs internally in the anal canal or externally around the anus that may be characterized by bleeding, pain, or itching. Hemorrhoids can develop inside the rectum (internal hemorrhoids) or under the skin around the anus (external hemorrhoids). Some effective treatment options, such as band ligators and bipolar probes, are available for hemorrhoids, but most people get relief with home treatments and lifestyle changes.

Moreover, the growing number of research studies is one of the major factors driving the growth of the market. For instance, a research study titled "Prevalence and associated factors of hemorrhoids among adult patients visiting the surgical outpatient department in the University of Gondar Comprehensive Specialized Hospital, Northwest Ethiopia" published in April 2021 stated that the overall prevalence of hemorrhoids was high, and its prevalence was higher in male subjects. Constipation and being overweight were found to increase the odds of having hemorrhoids. Screening for early identification and intervention of hemorrhoids, especially for high-risk groups, is better practiced by health professionals. Hence, the increasing diagnosis will lead to an increase in demand for treatment and thus drive market growth in the future.

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The increasing number of clinical trials is also expected to propel the growth of the market. For instance, the clinical study titled "Comparative Study on Endoscopic Treatments for Hemorrhoids (METHOD): a Multicenter, Randomized Controlled Clinical Trial" was started in May 2022 and is expected to be completed by January 2025, sponsored by Fangyu Wang. Such studies to find out the effectiveness of the different devices may lead to the usage of new devices in the treatment of hemorrhoids in the future and thus are expected to impel the growth of the market.

Thus, owing to the abovementioned factors, the market is expected to project growth over the forecast period. However, the availability of several drugs as alternate treatment options will hinder market growth in the future.

#### Hemorrhoid Treatment Devices Market Trends

##### Band Ligators Segment is Expected to Hold a Major Market Share in the Hemorrhoid Treatment Devices Market

The band ligators segment is expected to show growth over the forecast period, owing to the rising burden of target disease, increasing research studies, and the launch of newer products by the market players. For internal and severe forms of hemorrhoids, band ligators offer better solutions than others in terms of outcomes and effectiveness in treatment.

Various research studies demonstrate the effectiveness of treatment with devices at different stages, thereby accelerating the adoption of band ligators and thus contributing to the growth of the market segment. For instance, a research study titled "Rubber band ligation versus haemorrhoidectomy for the treatment of grade II-III hemorrhoids: a systematic review and meta-analysis of randomized controlled trials" published in March 2021 stated that haemorrhoidectomy seems to provide better symptom control but at the cost of more pain and complications. Hemorrhoidectomy offers better symptom control than rubber band ligation in patients with grade II-III hemorrhoids but is accompanied by more postoperative pain and complications. Such studies demonstrate fewer complications associated with band ligators than with other devices, in turn fueling the segment's growth.

Furthermore, the launch of the products is also expected to propel the growth of the market segment. For instance, in August 2020, Micro-Tech Endoscopy USA launched a new product in its hemostasis portfolio, namely the In-Sight Multi-Band Ligator. In-Sight was designed for the office-based, non-endoscopic treatment of grade I, II, and III internal hemorrhoids. Such launches are expected to propel the growth of the segment.

Thus, owing to the abovementioned factors, the market segment is expected to show growth over the forecast period.

##### North America is Expected to Hold a Significant Share in the Market and Expected to do Same in the Forecast Period

North America is expected to hold a significant market share in the hemorrhoid treatment devices market due to increasing awareness about the availability of advanced treatment options, better reimbursement policies, and faster commercialization of novel products in this region.

According to the PLOS ONE Journal article titled "Prevalence and associated factors of hemorrhoids among adult patients visiting the surgical outpatient department in the University of Gondar Comprehensive Specialized Hospital, Northwest Ethiopia" published in April 2021, reported that in the United States, hemorrhoid disease is the fourth leading outpatient gastrointestinal diagnosis, accounting for nearly 3.3 million ambulatory care visits. Such a high burden of diseases is expected to drive the growth of the market in the region.

Additionally, band ligation is one of the most frequently used methods in treating hemorrhagic internal hemorrhoidal disease in the region. Product launches with respect to these devices are one of the factors driving the growth of the market. For instance, in

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March 2020, Micro-Tech Endoscopy launched a new product in their hemostasis portfolio with the In-Sight Multi-Band Ligator. In-Sight was designed for the office-based, non-endoscopic treatment of grade I, II, and III internal hemorrhoids.

Furthermore, several studies have highlighted that these methods are safe to use. For instance, in February 2020, a clinical trial titled "The Effect of Rubber Band Ligation in Bleeding Internal Hemorrhoids" studied the effect of rubber band ligation. Under this, the investigators aimed to investigate the benefit of adding rubber band ligation to treatment in hemorrhagic internal hemorrhoidal disease treated with the anti-hemorrhoidal drug. Such studies are expected to propel the growth of the market. Moreover, technological advancements in hemorrhoid treatment devices and well-established healthcare infrastructure are also considerably fueling the regional market's growth.

Thus, owing to the abovementioned factors, the studied market in the North American region is expected to show growth over the forecast period.

#### Hemorrhoid Treatment Devices Market Competitor Analysis

The Hemorrhoid Treatment Devices Market is fragmented and consists of several major players. In terms of market share, a few major players dominate the market. Some companies currently dominating the market are Boston Scientific Corporation, Medtronic Plc, Cook Medical, DePuy Synthes (Johnson & Johnson), Integra LifeSciences Corporation, CONMED Corporation, Medline Industries, Inc, Surkon Medical Co., Ltd, Sklar Surgical Instruments, and Privi Medical.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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## 5 MARKET SEGMENTATION (Market Size by Value - USD million)

### 5.1 By Product Type

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#### 6.1.5 DePuy Synthes (Johnson & Johnson)

#### 6.1.6 Integra LifeSciences Corporation

#### 6.1.7 Medline Industries, Inc

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- 6.1.8 Medtronic Plc
- 6.1.9 obp Surgical Corporation
- 6.1.10 Privi Medical
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## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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