Bariatric Surgery Devices Market Assessment, By Device Type [Minimally Invasive Surgical Devices, Non-Invasive Surgical Devices], By Procedure [Sleeve Gastrectomy, Roux-en Y Gastric Bypass (RYGB), Biliopancreatic Diversion with Duodenal Switch (BPD/DS), Single Anastomosis Duodeno-Ileal Bypass with Sleeve Gastrectomy (SADI-S), Adjustable Gastric Banding, Robotic Surgery, Gastric Bypass, Revision Bariatric Surgery, Noninvasive Bariatric Surgery, Mini-Gastric Bypass], By End-user [Hospitals, Bariatric Surgery Clinics, Specialty Centers, Ambulatory Surgical Centers], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

With a CAGR of 5.44% for the forecast period between 2024 and 2031F, the size of the global market for bariatric surgical equipment was estimated at USD 2.21 billion in 2023 and is projected to reach USD 3.38 billion in 2031. The global market for bariatric surgery devices is currently undergoing a transformative phase, driven by a combination of factors that reflect the evolving landscape of healthcare and the growing prevalence of obesity around the globe. The demand for bariatric procedures is growing significantly due to the increasing prevalence of obesity and associated health problems including diabetes and heart disease. Additionally, ongoing advancements in technology and surgical techniques have introduced innovative devices that enhance the efficiency and safety of bariatric procedures. Globally, close to 580,000 individuals undergo bariatric surgery every year. Besides weight loss, these surgical procedures lead to substantial improvements of numerous health issues associated with

obesity such as type 2 diabetes. Despite the promise of growth, the market faces challenges related to regulatory approvals, cost of procedure, and the launch of weight loss drugs. As a result, the market exhibits a dynamic landscape with opportunities and challenges, and the pace of growth is expected to remain strong, reflecting the urgency of addressing obesity.

Increasing Prevalence of Obesity and Related Disorders

The global bariatric surgery devices market is experiencing substantial growth, primarily due to the increasing prevalence of obesity and associated health complications. Obesity is the fifth leading cause of death. As obesity continues to rise worldwide, the incidence of conditions like diabetes, cardiovascular diseases, and metabolic disorders will increase. Bariatric surgery has become an important treatment option for obese patients. The surge in demand for bariatric procedures has driven the market for innovative and technologically advanced bariatric surgery devices, as healthcare providers strive to enhance patient outcomes and safety.

According to the World Health Organization (WHO), there are over 1 billion individuals globally who are classified as obese, comprising 650 million adults, 340 million adolescents, and 39 million children. The number is on a continual rise. WHO projects by 2025, around 167 million people, spanning both adults and children, will experience deteriorating health due to excess weight or obesity.

Technological Advancements Are Expected to Drive the Market

Technological advancements in bariatric surgery devices have revolutionized the market by enhancing precision and patient outcomes. The utilization of robotic-assisted surgery systems has allowed surgeons to achieve precision and control during procedures. These robotic systems offer improved visualization of surgical area, enhanced dexterity, and the ability to tackle complex surgeries that were once considered challenging or impossible with traditional laparoscopic tools. Moreover, the growing acceptance of minimally invasive treatments, such the novel obalon balloon and laparoscopic adjustable gastric banding, has revolutionized bariatric surgery. These techniques, involving small incisions and specialized instruments, significantly reduce trauma to surrounding tissues, leading to reduced pain, faster recovery, and fewer complications compared to open surgery. Additionally, the adoption of Enhanced Recovery After Surgery (ERAS) protocols, which consists of evidence-based strategies throughout the surgical journey, has been pivotal in minimizing complications and expediting recovery, further emphasizing the continual evolution of the field.

In July 2023, leading medical device manufacturer Genesis MedTech announced that the National Medical Products Administration (NMPA) of China approved the market release of its groundbreaking ArtiSential line of articulating laparoscopic instruments. With its ability to replicate a surgeon's wrist and finger movements, ArtiSential is a laparoscopic surgical instrument that offers several clinical benefits that improve surgical accuracy and results. The double-joint end-effector offers complete access to slender surgical sites with 360 degrees of rotation. The surgeon can experience an authentic endoscopic procedure due to its fully mechanical operation and tactile feedback conduction.

Minimally Invasive Surgical Devices Accounts for Largest Share in the Market

Based on device type, minimally invasive surgical devices have emerged as the dominant segment, amongst minimally invasive and non-invasive surgical procedures. These devices have revolutionized the field of surgery, as they offer less invasive alternatives to traditional open surgeries, resulting in reduced trauma to patients, shorter recovery times, and fewer complications. Minimally invasive surgical devices encompass a wide array of tools and equipment, including laparoscopes, trocars, and robotic-assisted systems, which have significantly enhanced the precision, visualization, and efficiency of surgical procedures. Their versatility and proven benefits have made them preferred choice for many surgeons, contributing to their substantial market share in both minimally invasive and non-invasive surgical settings.

North America Held the Highest Share in Global Market

North America holds a prominent position in the global bariatric surgery device market, consistently accounting for the highest share. It is attributed to several key factors that underscore the region's dominance in the industry. North America has high prevalence of obesity and related health conditions, which drives the demand for bariatric surgeries and, consequently, bariatric surgery devices. The region's robust healthcare infrastructure, innovative technology, and skilled medical professionals further contribute to its leadership in the field of bariatric surgery.

Moreover, extensive research and development activities, alongside a strong emphasis on healthcare innovation, have resulted in continuous evolution and adoption of advanced bariatric surgery devices. Regulatory bodies, such as FDA in the United States,

play a pivotal role in expediting approvals and ensuring safety standards, fostering an environment conducive to market growth. As awareness about the health risks associated with obesity continue to grow and the benefits of bariatric surgery become more apparent, North American market for bariatric surgery devices is expected to maintain its prominent position in the global landscape.

Impact of COVID-19

Like many sectors of the healthcare industry, the global bariatric surgery devices market experienced a significant impact due to the COVID-19 pandemic. At the beginning of the pandemic, there was a sharp decrease in bariatric surgical procedures conducted globally. As hospitals and healthcare facilities worldwide redirected their resources and focused on the urgent needs of COVID-19 patients, the volume of elective and non-urgent surgeries, including bariatric procedures, declined. Restrictions on non-essential medical procedures, coupled with concerns over virus transmission, led to the postponement or cancellation of many bariatric surgeries. It resulted in a temporary reduction in demand for bariatric surgery devices and associated equipment. One-fifth of surgeons expressed hesitation to resume bariatric surgeries until the COVID-19 pandemic had ended completely.

Key Players Landscape and Outlook

The global bariatric surgery devices market is a fast-growing competitive market, with major players like Intuitive Surgical Inc., Johnson & Johnson, SPATZ FIGA, Inc., etc. These companies have innovative and technologically advanced solutions, robust research and development, and significant market shares. With the rising demand for minimally invasive surgeries, the market players are producing better solutions. The global bariatric surgery devices market is expected to grow, driven by the growing prevalence of obesity and related disorders, increasing preference for minimally invasive surgery and technological advancement.

In May 2023, Olympus announced the market release of POWERSEALTM Sealer/Divider for Europe, Middle East, and Africa (EMEA). This versatile and advanced bipolar device provides state-of-the-art sealing, dissection, and grasping capabilities for surgeons specializing in various medical fields, catering to both laparoscopic and open surgical procedures. It enhances Olympus' advanced energy portfolio, complementing the unique hybrid technology of THUNDERBEAT, further strengthening their offerings.

In May 2021, Standard Bariatrics announced the US Food and Drug Administration granting clearance for its innovative Titan SGS stapling technology, which is uniquely tailored for bariatric sleeve surgery. The groundbreaking design of the Titan SGS provides surgeons conducting sleeve gastrectomy procedures with the longest continuous staple cutline in the industry, with a length of 23 centimeters.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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