

**Sinus Dilation Devices Market Assessment, By Product Type [Balloon Sinuplasty Systems, Endoscopes, Sinus Implants, Functional Endoscopic Sinus Surgery (FESS) Instruments Set, Others], By Procedure [Standalone, Hybrid], By Patient Type [Adult, Paediatric], By End-user [Hospitals, ENT Clinics, Ambulatory Surgical Centers, Others], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Global sinus dilation devices market is projected to witness a CAGR of 7.35% during the forecast period 2024-2031, growing from USD 3.08 billion in 2023 to USD 5.43 billion in 2031. The market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years. Sinus dilation devices are used during sinusitis treatment and help open up the nasal cavity or the affected area. These devices are used to address various conditions, such as chronic sinusitis, nasal congestion, or any other sinus-related issues. These devices specialize in treating the condition with minimally invasive methods that are much better in contrast to traditional surgical methods.

The global sinus dilation devices market is expected to grow rapidly due to factors such as the increasing prevalence of chronic sinusitis, growing geriatric population, rising awareness among patients about new and advanced techniques that are minimally invasive. Additionally, technological advancements like balloon sinuplasty and endoscopic sinus surgery are revolutionizing the ways in which such conditions are being treated. Balloon sinuplasty is one of the key revolutionary developments in the history of treating sinus. A small balloon catheter is inserted into the blocked nasal cavity, inflating it to widen the pathway, thus relieving the patient of pain and discomfort. This procedure causes less trauma and is also less hurtful, offering the patient a long time for recovery. Healthcare providers and industry giants are coming together to bring out their best diagnostic approaches for patients. Funds are being raised, and a hefty amount is being invested by both government bodies and private companies.

In July 2022, Zsquare, a developer of high-performance, single-use endoscopes, received FDA 510K clearance to launch its first product on the market. The product is called the Zsquare ENT-Flex Rhinolaryngoscope and is very efficient in treating sinuses.

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### Rising Incidences of Chronic Sinusitis

Rising prevalence of chronic sinusitis is a significant market driver in the sinus dilation devices market. Since symptoms like sinus passage swelling and inflammation, congestion, and even facial pain are becoming more common worldwide, it is only natural for medical professionals to devise the best diagnostic methods and enhance the current treatments to address this serious illness that not only hinders breathing but may also be lethal.

Allergens such as pollen, dust mites, pet dander, and pollutants found in the environment can cause inflammation in the sinus passages. People are exposed to more air pollutants and irritants because of ongoing urbanization and industrialization, which is one factor contributing to the rising incidences of chronic sinusitis. Chronic sinusitis is often associated with allergic reactions. Extended sinusitis might result from the immune system's overreaction to allergens. Chronic sinusitis is more common in those with weak immune systems or in people who are allergic to certain things. A sedentary lifestyle combined with high consumption of processed foods may exacerbate immune system malfunction and increase the frequency of the illness. Journal of Family Medicine and Primary Care (JFMPC) published an article in February 2022, stating that patients had signs and symptoms of sinus related problems like fungal infections in their nasal pathways and patients who were diagnosed with COVID-19 also developed similar symptoms.

### Rising Expenditure on Healthcare

The rising cost of healthcare around the world is one of the main factors driving the demand for advanced medical devices. Technologically advanced sinus dilation devices are in high demand as countries invest more funds to improve their healthcare systems and address the rising number of sinus-related illnesses. Preventive and specialized care are becoming more important in the changing global healthcare scenario. The increase in funding is intended to support technological developments that have the potential to completely transform medical treatments, in addition to increasing access to healthcare. Advanced treatment techniques are being more widely used because of the increase in healthcare spending.

Sinus dilation devices are becoming more and more popular because they provide less intrusive solutions for problems related to the sinuses. These medical devices offer effective and comfortable substitutes for conventional surgical methods, putting them at the forefront of medical innovation. There is an increasing focus on reducing the cost and increasing the accessibility of medical treatments and devices as healthcare spending rises. Given the efforts being made to guarantee that these devices are accessible to a wider audience, the global market for sinus dilation devices benefits from this trend. This accessibility is essential for resolving sinus-related problems worldwide. Spending more on healthcare frequently results in increased public awareness. In January 2024, Tivic Health Systems, Inc. introduced the latest iteration of their Tivic ClearUP, dubbed Tivic ClearUP 2.0, featuring an upgraded chip for enhanced power management, facilitating quicker charging and a prolonged battery life. ClaerUP2.0 is a method used to alleviate congestion and sinus discomfort.

### Dominance of Balloon Sinus Dilation Devices

When medical therapy fails to relieve chronic or recurring sinusitis or sinus infections, a minimally invasive procedure called balloon sinus dilatation is utilized. Surgeons use a tiny balloon inserted through the nose to widen the sinus passages during this treatment. Over the course of the forecast period, factors like a rise in sinus infections, a rise in the use of balloon sinus dilation operations, and technical advancements are anticipated to propel segment expansion. The NuVent balloon sinus dilation system from Medtronic, the Audion ET dilation system from Stryker Corporation, and the Mesire Sinus Balloon Catheter from Meril Life Sciences are just a few of the balloon sinus dilation devices on the market. Furthermore, it is anticipated that the demand for balloon sinus dilation devices will increase during the forecast period due to continuous research and development efforts aimed at upgrading the devices, as well as technological advancements and the introduction of new devices. The Federal Trade Commission (FTC) declared in June 2022 that Fiagon, a subsidiary of Medtronic that develops balloon sinus dilation technologies and ENT navigation systems, must be divested. The FTC approved the order with regard to trade competition and keeping market price volatility at bay. Furthermore, because there is stiff competition in the sinus dilation device market, development is also concentrated on maintaining consistent product advancements.

### North America is Dominating the Global Sinus Dilation Devices Market

The launch of new devices, high prevalence of sinusitis and related diseases, the presence of a strong healthcare infrastructure, and the increased prevalence of risk factors for sinusitis in the region - such as smoking, a persistent cold, allergies, asthma, head injuries, and other factors - all indicate that the North American region is expected to hold a sizable market share for sinus dilation

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devices. Since the chemicals in cigarettes can harm the cilia in the nasal cavity, smoking can aggravate sinus infections. Large epidemiologic research revealed that a history of tobacco smoking may be linked to an elevated risk of getting chronic rhinosinusitis (CRS), according to an article published in the SAGE journal.

According to an article published on PubMed in August 2022, chronic sinusitis can worsen asthma and increase the risk of meningitis and brain abscess formation, which can lead to increased morbidity and mortality. Furthermore, according to the CDC's January 2022 estimate, about 28.9 million adults in the US - or 11.6% of the adult population - have a sinusitis diagnosis. As a result, growth in North America is expected over the projected period due to an increase in the prevalence of sinus-related ailments and the introduction of new devices by several medical device companies.

#### Future Market Scenario (2024-2031F)

The market growth of sinus dilation devices is steadily increasing due to several factors. Environmental conditions are worsening day by day, and they are big underlying factors that trigger sinus-related problems in many people worldwide. Technological advancements, being a boon for this market, make it possible for everyone to access the best possible treatments, and over the years, it is expected to also reach the less privileged. For example, in May 2022, the NHS announced its MedTech funding mandate to improve the product availability of selected medical devices and keep them affordable for everyone. Stryker's XprESS multi-sinus dilation system is the main product of focus that will promote the adoption of this technology. This also gives the company an edge in the European market, which helps strengthen the brand presence as well as enhance the distribution of its dilation devices in the market.

#### Key Players Landscape and Outlook

Several companies such as Johnson & Johnson Services, Inc, Medtronic Plc, Smith & Nephew PLC, Stryker Corporation, Olympus Corporation, SinuSys Corporation, InnAccel Technologies Pvt Ltd., Intersect ENT, Inc., Boston Scientific Corporation, Olympus Corporation, etc. are expanding business by planning and adopting new strategies. They are complying with new strategic initiatives regarding various sinus dilation appliances, to help people combat with the condition and increase their presence in the market. New product launches, agreements based on contracts, acquisitions and mergers, investments and partnerships are a few strategies through which these companies are trying to achieve the same. In May 2022, Dalent Medical obtained additional patent protection for its Sinusleeve balloon device that strengthens the company's Intellectual Property Rights (IPR) for its proprietary device and technology used in balloon sinus dilation procedure to treat chronic sinusitis. Medtronic, in May 2022, finalized the acquisition of Intersect ENT, a strategic move that is aimed at broadening its portfolio in the field of ear, nose, and throat (ENT) healthcare. This acquisition helps Medtronic to bring innovative products used in sinus dilation procedures.

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