

India Bariatric Surgical Devices Market By Product (Hand Instrument, Access Instrument, Endoscope, Surgical Stapling Devices, Electrosurgery, Endoscopic Suturing Device, Accessories), By Surgery (Gastric Banding, Sleeve gastrectomy, Gastric bypass, Biliopancreatic diversion with a duodenal switch (BPD-DS), Endoscopy), By End User (Hospitals & Clinics, Ambulatory Surgery Centers, Others), By Region, Competition, Forecast & Opportunities, 2020-2030

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Report description:

Market Overview

India Bariatric Surgical Devices Market was valued at USD 153.43 Million in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 8.12% through 2030. Bariatric Surgical Devices are highly specialized tools meticulously designed specifically for performing weight loss surgeries on individuals suffering from obesity. These remarkable devices play a crucial and intricate role in creating precise alterations to the digestive system, such as reducing the size of the stomach or rerouting the small intestines, with the utmost precision and care. By implementing these modifications, the devices effectively limit food intake and meticulously regulate nutrient absorption, thus aiding in the achievement of significant and sustainable weight loss goals.

For instance, in May 2023, a bariatric surgery was successfully performed in India on a 172 kg woman from Bangladesh. The procedure aimed to address her severe obesity and related health complications. Conducted by experienced Indian surgeons using advanced bariatric surgical devices, the surgery marked a significant step in cross-border medical care. It highlighted India's growing reputation as a hub for effective and affordable obesity treatment through minimally invasive techniques. The ultimate objective of utilizing these advanced devices extends beyond weight reduction; it also encompasses the comprehensive

improvement of various related health conditions, including but not limited to type 2 diabetes and hypertension. Through their exceptional precision, transformative capabilities, and comprehensive approach, Bariatric Surgical Devices are revolutionizing the field of weight loss surgery, offering new hope and transformative opportunities for individuals seeking a healthier and happier life. With their groundbreaking advancements, these devices are changing the landscape of weight loss surgery, providing individuals with a renewed sense of hope and a path to a better future. The intricate details and precision engineering of these devices ensure that every procedure is performed with the highest level of accuracy and safety, making them an indispensable tool for healthcare professionals dedicated to helping individuals achieve their weight loss goals and improve their overall well-being.

Key Market Drivers

Rising Prevalence of Obesity in India

The increasing prevalence of obesity in India has led to a notable surge in the demand for bariatric surgical devices. India is currently grappling with an obesity epidemic, driven by various factors including changing dietary habits, sedentary lifestyles, and urbanization. According to the Ministry of Information & Broadcasting, India, 2025, the World Health Organization (WHO) defines obesity as abnormal or excessive fat accumulation that poses a health risk. While globally a Body Mass Index (BMI) of 25 or above indicates overweight and 30 or above is obese, India follows different standards. In India, a BMI between 23.0 and 24.9 kg/m² is considered overweight, and 25 kg/m² or higher is classified as obese. Morbid obesity is defined when a person's BMI reaches 35 or more. These lower thresholds reflect the country's higher risk of obesity-related health issues at lower BMI levels. As obesity rates continue to rise, so do the associated health issues, such as diabetes, hypertension, and cardiovascular diseases.

India is witnessing a rapid increase in obesity rates, with a substantial portion of the population facing the physical and metabolic consequences of excess weight. This surge in obesity has led to a parallel rise in the demand for bariatric surgery as an effective and sometimes life-saving intervention. The Indian government has recognized the gravity of the obesity epidemic and is promoting bariatric surgery as a cost-effective solution for managing obesity-related conditions. This has resulted in improved access to bariatric surgeries across public and private healthcare sectors. Bariatric surgery often requires a multidisciplinary approach, involving not only surgeons but also dietitians, psychologists, and other healthcare professionals. The availability of specialized surgical devices complements this holistic approach, contributing to the expansion of bariatric surgery as a viable option for managing obesity. The increasing prevalence of obesity in India is driving a substantial rise in the demand for bariatric surgical devices. As healthcare systems adapt to address this pressing health issue, the development and accessibility of advanced surgical instruments play a pivotal role in helping individuals combat obesity and its associated health challenges.

Key Market Challenges

High Cost of Surgery

The high cost of bariatric surgery can indeed have a dampening effect on the demand for bariatric surgical devices. Bariatric surgery is known to be a costly medical intervention, which encompasses various expenses including surgeon fees, hospital charges, anesthesia, post-operative care, and the cost of specialized surgical devices. The significant overall cost of bariatric surgery can make it inaccessible to individuals with limited financial resources. This affordability barrier can lead to reduced demand for bariatric surgical devices as a whole, as potential patients may opt for alternative treatments or continue struggling with obesity-related health issues.

The availability and extent of insurance coverage for bariatric surgery can impact patient demand. In regions where health insurance plans do not cover these procedures or provide limited coverage, individuals may be deterred from pursuing surgery, leading to lower demand for associated surgical devices. Even for those with insurance coverage, high out-of-pocket expenses, such as copayments and deductibles, can dissuade potential patients from undergoing bariatric surgery. The financial burden can discourage individuals from considering this treatment option, indirectly affecting the demand for bariatric surgical devices.

Key Market Trends

Rise Of Medical Tourism in India

The rise of medical tourism in India has significantly contributed to the increased demand for bariatric surgical devices. India has emerged as a preferred destination for individuals seeking high-quality healthcare services at a fraction of the cost in their home countries. India boasts world-class healthcare facilities and highly skilled medical professionals who are experienced in performing bariatric surgeries. The availability of state-of-the-art equipment and surgical devices further enhances the appeal of

India as a medical tourism destination for bariatric procedures.

Medical tourists come to India not only for cost savings but also for the high-quality care provided. The assurance of receiving safe and effective bariatric surgeries with the latest surgical devices motivates individuals to choose India as their destination for treatment. Specialized Facilities: Many healthcare institutions in India have dedicated centers of excellence for bariatric surgery, equipped with advanced surgical devices tailored to these complex procedures. These facilities are designed to cater to the unique needs of medical tourists seeking bariatric surgery. Medical tourism packages often include comprehensive care, which encompasses pre-operative consultations, surgery, post-operative follow-up, and recovery support. These packages further boost the demand for bariatric surgical devices as more patients opt for all-inclusive treatment plans.

Key Market Players

- Medtronic India Pvt. Ltd.
- Johnson and Johnson Ltd
- Apollo Endosurgery India
- B. Braun India
- Becton Dickinson India Pvt Ltd.
- Styrker India Pvt. Ltd.
- Dolphin Surgical Industries
- Western Trading Company
- Staan Bio-Med Engineering Private Limited

Report Scope:

In this report, the India Bariatric Surgical Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-□India Bariatric Surgical Devices Market, By Product:

- o Hand Instrument
- o Access Instrument
- o Endoscope
- o Surgical Stapling Devices
- o Electrosurgery
- o Endoscopic Suturing Device
- o Accessories

-□India Bariatric Surgical Devices Market, By Surgery:

- o Gastric Banding
- o Sleeve Gastrectomy
- o Gastric Bypass
- o Biliopancreatic Diversion with A Duodenal Switch (Bpd-Ds)
- o Endoscopy

-□India Bariatric Surgical Devices Market, By End User:

- o Hospitals & Clinics
- o Ambulatory Surgery Centres
- o Others

-□India Bariatric Surgical Devices Market, By Region:

- o North
- o South
- o West
- o East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Bariatric Surgical Devices Market.

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India Bariatric Surgical Devices Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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