

Gastroesophageal Reflux Disease - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Gastroesophageal Reflux Disease Market Analysis

The Gastroesophageal Reflux Disease market is expected to grow from USD 6.39 billion in 2025 to USD 6.89 billion in 2026 and is forecast to reach USD 10.06 billion by 2031 at 7.86% CAGR over 2026-2031.

Vonoprazan's 2024 approval signaled a decisive break from the 30-year dominance of proton pump inhibitors, and potassium-competitive acid blockers (PCABs) are now closing efficacy gaps for refractory patients. Escalating obesity, rapid population aging, and a strong correlation between metabolic syndrome and lower esophageal sphincter dysfunction sustain demand growth. Parallel ESG-driven deprescribing programs are trimming inappropriate PPI use by almost 30% while preserving safety outcomes. On the diagnostic front, AI-enabled high-resolution manometry is redefining workflow efficiency, and LINX magnetic sphincter augmentation offers effective surgical relief for medication-refractory cases. Asia-Pacific's robust 9.87% CAGR rounds out the growth narrative, underpinned by westernizing diets and expanding healthcare infrastructure.

Global Gastroesophageal Reflux Disease Market Trends and Insights

Escalating Global Obesity and Aging Population

Obesity-driven intra-abdominal pressure and age-related motility decline combine to raise GERD prevalence. Asia-Pacific countries such as Japan now confront simultaneous aging and a rise in adolescent obesity, compelling payers to integrate chronic care

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pathways and early diagnosis strategies. Productivity losses from untreated GERD and comorbidity management strengthen the economic rationale for preventive approaches.

Rising OTC Self-Medication Culture for Acid-Suppressants

High out-of-pocket costs in liberalized health systems are pushing consumers toward OTC PPIs and alginates. Pharmacist-led screening has proven effective in preventing duplicate therapy and inappropriate chronic use. Digital symptom-tracking apps tethered to e-commerce platforms are extending self-care while preserving safety oversight. Digital health platforms increasingly integrate with OTC purchases to provide personalized guidance and symptom tracking. The trend accelerates in markets with high healthcare costs, where consumers seek cost-effective alternatives to prescription medications while maintaining treatment efficacy.

Patent Cliffs for Blockbuster PPIs and H2 Blockers

Generic pantoprazole, omeprazole, and esomeprazole have compressed prices as patent shields fall; Protonix exclusivity ends in 2026 and Dexilant in 2030. Branded firms answer with lifecycle tactics, but erosion will deepen in price-sensitive regions where generics can grab share within months of launch.

Other drivers and restraints analyzed in the detailed report include:

Rapid Uptake of Potassium-Competitive Acid Blockers
Growing Adoption of Magnetic Sphincter Augmentation (LINX)
Increasing FDA Safety Alerts on Chronic PPI Use

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Upper endoscopy continued to dominate with a 46.21% share of the Gastroesophageal Reflux Disease market in 2025, driven by widespread availability and clinician familiarity. Yet AI-powered analysis is streamlining lesion detection and reducing procedure time, forcing endoscopy units to integrate software upgrades. High-resolution manometry is the fastest-growing diagnostic at 9.38% CAGR, fueled by automated pattern recognition that cuts interpretation times. Capsule techniques deliver non-invasive mucosal views for patients unable to tolerate conventional scopes.

Clinical algorithm personalization is the new norm; machine learning now recommends the optimal diagnostic pathway based on symptom clusters, reducing redundant testing. SEA-HRM achieved perfect completion rates in sedation-challenged patients and is likely to convert procedural failures into diagnostic successes. MNBI reference values display regional variation-Vietnamese cohorts show a 1,500-Ohm threshold, stressing the importance of population-specific cut-offs.

Proton pump inhibitors still represent 67.84% of the Gastroesophageal Reflux Disease market size in 2025 and grow at 8.31% CAGR, but the metric disguises early PCAB cannibalization in developed markets. H2 antagonists hang on in rapid-relief niches, while antacids and alginates retain relevance for intermittent symptoms. Vonoprazan's launch has sparked wider PCAB pipelines; linaprazan glurate is advancing for erosive GERD with promising pharmacokinetics.

PCABs provide more stable intragastric pH with less variability than PPIs. Combination regimens pairing alginate barriers with PCABs are under investigation to target multiple acid pathways simultaneously. Generic threats, however, loom as exclusivity windows narrow post-2032.

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The Gastroesophageal Reflux Disease Market Report Segments the Industry Into by Diagnosis (Upper Endoscopy, and More), Drug Class (Proton Pump Inhibitors (PPIs), H2-Receptor Antagonists, and More), End User (Hospitals, and More), Distribution Channel (Hospital Pharmacies, and More), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, South America). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America continued to command 35.12% of the Gastroesophageal Reflux Disease market in 2025, benefiting from early PCAB adoption, widespread diagnostic availability, and premium pricing. Clinical guidelines have already integrated vonoprazan for PPI-refractory erosive esophagitis, giving the region a head start in the therapeutic transition. Insurer coverage for LINX and other minimally invasive devices further strengthens procedural revenues.

Europe maintains solid growth on back of structured telehealth programs and ESG-oriented deprescribing protocols. Germany leads digital adoption with reimbursement models supporting remote high-resolution manometry interpretation. EU regulators echo FDA concerns on chronic PPI use, nudging prescribers toward step-down approaches that include H2 antagonists and alginates. Market maturity, however, tempers volume growth for legacy PPIs.

Asia-Pacific is the fastest-growing geography at 9.42% CAGR, driven by rising disposable incomes and urban dietary shifts rich in fat and sugar. China's local manufacturing base cushions API shortages, while India's PLI scheme is narrowing its 70% dependency on Chinese intermediates. Japan's aging yet tech-savvy population fuels telemedicine adoption, whereas South Korea's high smartphone penetration supports digital adherence programs. Tailored diagnostic thresholds and lower Barrett's prevalence underscore the need for region-specific management.

List of Companies Covered in this Report:

AstraZeneca Takeda Pharmaceuticals Haleon Johnson & Johnson Pfizer Medtronic Olympus Reckitt Benckiser Group Teva Pharmaceutical Industries Zydus Lifesciences Glenmark Pharmaceuticals Aurobindo Pharma Eisai Dr Reddy's Laboratories Hetero Drugs Limited (Camber Pharmaceuticals, Inc.) Perrigo Company Boston Scientific Procter & Gamble Torax Medical SRS Life Sciences Implantica AG

Additional Benefits:

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

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6.3.17 Boston Scientific

6.3.18 The Procter & Gamble Company

6.3.19 Torax Medical

6.3.20 SRS Life Sciences

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6.3.21 Implantica AG

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