

ENT Congress 2019: Nasal obstruction: a modern view of the problem- Budkovaia Marina- St. Petersburg Research Institute

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Market Analysis:

With increase in predominance of ear, nose and throat disorders in geriatric people the demand of ENT devices expected to drive the ENT devices industry rapidly over the upcoming years. Expanding heights of healthcare awareness among patients and healthcare professionals expected to increase the growth of the market over the forecast period.

Presence of sophisticated healthcare infrastructure in the communities, favourable government initiatives led to progress and demand for ENT devices across the under developed countries owed to the extensive research and development targeted at developing technologically advanced products.

Importance and scope

Otorhinolaryngology is the branch of medicine deals with diagnosis, treatment and other complications related to ears, nose and throat, as well as the head and neck, mouth, sinuses, and larynx. Increasing use of some of the electric systems is partially caused by the growing attractiveness of access control systems which take less time for diagnosis, treatment and fewer damages through the time of surgery with minute pain. Increasing age leads to growth risk for otorhinolaryngology disorders. This results in the use of advanced laser and radiofrequency technology through surgical and diagnostic procedures and is predictable to drive ENT devices market size rapidly in coming forecast periods.

Target Audience:

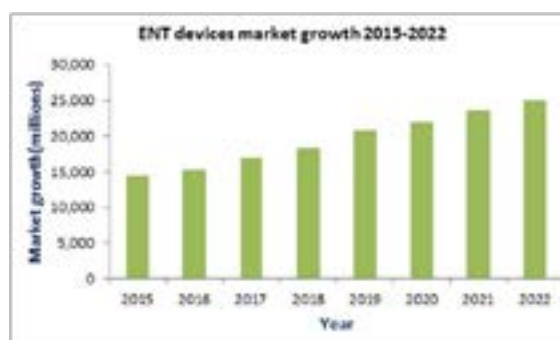
- Drug Manufacturing Companies
- Otorhinolaryngology Societies
- Young Researchers

- Students & Delegates
- Entrepreneurs
- Research Scholars
- Professional Service Professionals
- Scientist

PhysicianEar, nose, and throat (ENT) devices are special equipment used for detection, treatment or surgical procedure of any condition related to the ear, nose or throat. They also refer to artificial materials and prosthetic devices used to restore any dysfunction of the ears, nose and throat or any problems with hearing, smelling or speaking.

Minimally invasive surgical techniques involve the use of advanced and thin ENT devices in nasal, ear, and throat. The popularity of these types of surgeries is increasing because they are associated with minimal tissue damage, a quicker recovery, less irritation, and less scarring. ENT instruments available in the market are endoscopes, hearing aids and implants, handheld surgical devices, balloon dilation devices for sinus, CO2 lasers, image-guided surgery systems, ear tubes, and voice prosthesis devices.

Global ENT devices market was valued at €12.37 billion in 2015, and is expected to reach €21.36 billion by 2022, growing at a CAGR of 8.1% during the forecast period.



Growing population under geriatric sector will definitely stimulate the ENT devices market scope. As per the WHO statistics, geriatric people are set to grow to over 16% by 2050. Since aging is considered as a serious factor inducing deafness and other hearing disorders, this phenomenon will raise industry demand in the coming years. Radiofrequency hand piece instruments were pegged at \$ 0.8957 billion in 2015. While the hearing implants was driven by cochlear implants in 2015. Hearing implants market is expected to grow at a comparatively higher CAGR of 7.2%. This high growth can be attributed to growing geriatric population, and also increase in occupational hearing losses.

The ENT devices market remarks extensive growth in the Americas due to the increase in need to reduce hospital stays and rising government measures to lessening hospital expenditures. This will drive the penetration of ENT instruments in the region from 2017 to 2021.

ENT device market is working for constant invention in design and technology to make these devices more non-invasive. They are constantly investing funds and resources into R&D departments to increase the scope of their devices. ENT developed Propel Mometasone Furoate Implant (PMFI) for treatment of chronic sinusitis which is a bio-absorbable steroid which is placed directly into the sinus mucosa. It controls the release of drugs and dissolves over time.

ENT Devices Market report is a complete study of present market trends in the market and industry growth. These analyzed at regional level to provide complete market report for the years 2013, 2014, 2015 and coming year's upto 2020. Each market is broadly analyzed at a granular level by geography for Ex: North America, Europe, Asia and rest of the World

to produce in depth on the global development.

North America has occupied the largest region in ENT devices market in 2015 and expected to reach 40% over in 2020. UK, France and Germany ENT devices market is high and dominates the European industry. Europe also has high degree of product dispersion mostly, in sections such as hearing aids and the presence of patient awareness and sophisticated healthcare management. Favourable government has led to development in demand for hearing aids instruments across Asia Pacific, which is to record a 6.5% CAGR through to 2023. Asia Pacific market is expected to have CAGR of 6.5% during the forecast period due to the presence of target disease people, increase in distributors in ENT area, increasing concern among people for ENT disorders.



Increasing age leads to a decline in immunity levels in geriatric population who are suffering with ENT problems. This market research analysis recognises the growing preference for minimally invasive methods as this is one of the major factors for this market. With several advantages such as decrease price, hospital stay, lower risks of infections after surgery, fast results, and rapid recovery period.