

Market Analysis for 12th International Conference on Otolaryngology: ENT Surgery Scheduled during August 31 - September 01, 2020 in Barcelona, Spain

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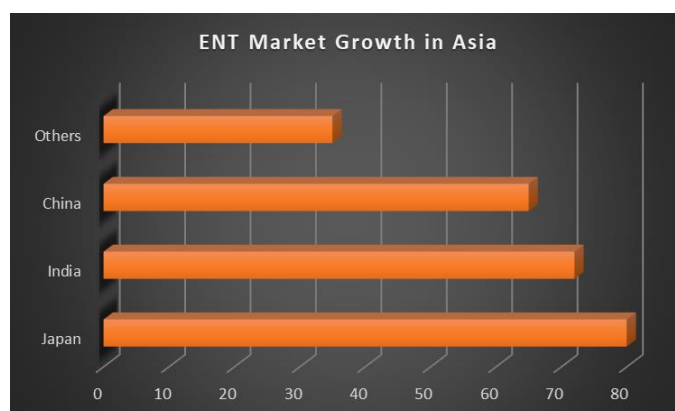
Ear, nose, and throat are some of the most important parts of the human body. It is very vital to keep these parts in function properly. There are many factors, such as aging and sinusitis, affect the normal function of these organs. [ENT](#), one of the most important branches of medical science, primarily focused on the diagnosis and treatment of the various problems associated with ear, nose, and throat. Additionally, various ENT devices are available in the market for the diagnosis and treatment of these organs associated diseases. Some of the most popular ENT devices are surgical devices, diagnostic devices, and therapeutic devices. Deficiencies related to hearing, smelling and speaking are diagnosed and treated with the help of these ENT devices.

The global ENT devices market is categorized into voice prosthesis, hearing aid devices, diagnostic devices, and hearing implants. Geographically, North America leads the global ENT devices market due to technological advancement in the ENT arena in the region. The United States holds the largest market for [ENT devices](#) followed by Canada in North America. Considering Europe, France, Germany, and the U.K. hold a major share of the ENT devices market.

Nevertheless, it is expected to show high growth rates in the next five years in the Asian ENT devices market. This is due to the awareness of many companies constructing their device manufacturing units in the region. Additional increasing awareness about ear, nose, and throats related medical conditions is also enhancing the growth of the [ENT devices](#) market in the region. Moreover, rapid urbanization in developing countries of Asia has also added to the growth of the ENT devices market in this region.

Rapid urbanization has also increased the prevalence of ENT disorders in the region. This has resulted in a significant increase in the demand for ENT devices in Asia. Japan, China, and India are anticipated to be the fastest-growing ENT devices markets in

Asia.



Recently, the increasing aging population and prevalence of ENT disorders are some of the major drivers of the global ENT devices market. Aging enhances the probability of hearing loss and disorders of the nose and throat. To overcome this problem, aged people require ENT devices for the treatment of hearing loss and disorders of nose and throat which further increase the demand for devices.

Technologically advanced hearing aid devices have also increased the growth of the global [ENT devices](#) market. For example, the introduction of rechargeable consumer hearing aid devices offers numerous improvements compared to the conventional hearing aid devices. Rechargeable hearing aids are smaller in size. Moreover, these rechargeable hearing aid devices are environment-friendly and also easy to use.

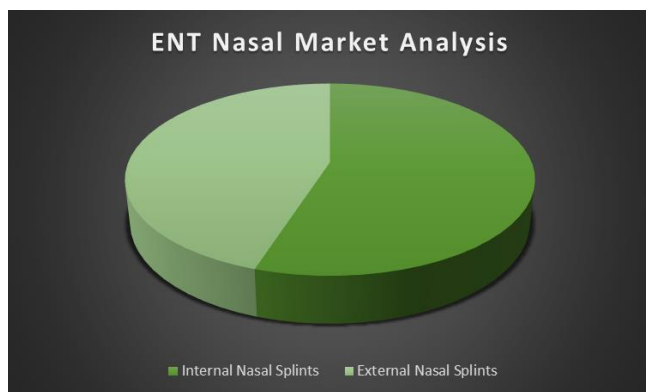
However the problem associated with voice prosthesis and high in cost. These ENT devices are some of the major drawbacks of global ENT devices market. Additionally, less battery life of hearing aid devices and lack of adequate number of professionals to dispense and fit ENT devices also destroy the growth of global ENT devices market. Increasing unions and collaborations between ENT devices manufacturing companies is key development of the market.

Some of the major companies in the global ENT devices market

Market Analysis

are Sonova Holding AG, Cochlear Ltd., Siemens Healthcare, William Demant Holding A/S, Starkey Laboratories Inc., Widex A/S, GN Re Sound A/S, Sonic Innovations Inc., Panasonic Corp., Beltone, Rexton Inc., Avada Hearing Care, Miracle-Ear Inc., MED-EL GmbH, Nuear Hearing Aids Inc., Audiosync Inc., Bernafon, American Hearing Systems Inc., Unitron Hearing Inc. and Zounds Inc.

The major factors for the growth of the ENT devices market include the increasing prevalence of ear, nose, and throat related disorders, rising adoption of minimally invasive ENT American Cancer Society, about 2,000 people in the United States develop cancers of the nasal cavity and paranasal sinuses each year. These cases are most common in the geriatric population. In 2014, in the United States, an estimated 99,756 people were living with laryngeal cancer, and the number of new cases of laryngeal cancer was 3.0 per 100,000 men and women per year. Thus, owing to the rising prevalence and new cases of ear, nose, and throat related disorders, the US [ENT devices](#) market is expected to witness a high CAGR over the forecast period.



According to the Center for Hearing and Communication, around 48 million Americans are suffering from significant hearing loss and one out of three people over the age of 65 have some degree of hearing loss. Deafness can be happen at any stage of life. There are different types of hearing aids available in the market, and some of them include Behind the Ear (BTE), Receiver in the Ear (RITE), In the Ear (ITE), Canal Hearing Aids (CHA), and other hearing aid devices. Furthermore, in the United States, the Individuals with Disabilities Education Act (IDEA) ensure that students with hearing loss receive proper education and accommodations, if necessary. Similarly, one of the organizations, the Hearing Loss Association of America (HLAA), offers training courses and online learning, holds monthly

procedures, and technological advancements.

According to the estimates of the Center for Disease Control and Prevention (CDC), almost 16% of the adults in the United States (18 years and older) suffered from hearing loss during 2014-2016. As per the survey, hearing loss was lowest in New Jersey, Connecticut, Maryland, California, New York, and the District of Columbia, while the prevalence of hearing loss was highest in West Virginia, Oregon, Montana, Idaho, and Wyoming.

Furthermore, according to the data published by the

webinars, and advocates for the rights of people with hearing loss. The rising prevalence of hearing loss and increasing awareness among people is driving the segment and is set to watch a high CAGR over the forecast period.

North America is found to hold a major share for the ENT devices market and is expected to show a similar trend over the forecast period, without significant fluctuations. Most of the ENT market players are based in North America and there is awareness about the advantages of using ENT devices solutions. According to the estimates of the Hearing Health Foundation, there are 600,000-750,000 cases of Ménière's disease in the United States, with 45,000 to 60,000 new cases diagnosed annually. Favorable reimbursement policies, better healthcare infrastructure, high cases of chronic sinusitis, and other [ENT disorders](#) are the reasons for the high market share of the United States.

