

Global Convex Ostomy Care Bag Market Valued at US\$ 3,174.1 Million in 2023 Expected to Reach US\$ 4,840.3 Million by 2032

The Global Convex Ostomy Care Bag Market Valued at \$3.17 Billion in 2023, with Significant Growth Expected Over the Next Decade

CHICAGO, CA, UNITED STATES, September 11, 2024 /EINPresswire.com/ -- The global [convex ostomy care bag market](#) is experiencing robust growth, with a valuation of \$3,174.1 million in 2023 and an anticipated market valuation of \$4,840.3 million by 2032. This represents a compound annual growth rate (CAGR) of 4.5% during the forecast period from 2023 to 2032.

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The increasing prevalence of ostomy procedures, coupled with advancements in ostomy care technology, is driving the demand for convex ostomy care bags. These products are essential for individuals with ostomies, providing crucial support and comfort. The growth in the market is attributed to several factors, including an aging population, rising awareness about ostomy care, and the development of innovative products designed to improve patient outcomes.

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The global aging population is a significant driver for the convex ostomy care bag market as it leads to a higher demand for specialized medical products. In 2023, the number of people aged 60 and over reached approximately 1.1 billion worldwide, with projections suggesting this will further increase in the coming decades. Countries like Japan and Italy have seen significant growth in their elderly populations, with over 35 million and 23 million individuals aged 65 and

above, respectively. As people age, the prevalence of conditions necessitating ostomies, such as colorectal cancer and diverticulitis, also increases. In the United States alone, about 1.5 million ostomy surgeries are performed annually, a number expected to rise as the population ages. Additionally, advancements in healthcare have contributed to increased life expectancy, with countries like South Korea and Spain boasting life expectancies surpassing 83 years.

Ostomy care products, particularly convex ostomy bags, cater to the specific needs of this demographic, offering enhanced comfort and usability. The convex ostomy care bag market is growing, with over 50 million ostomy products sold worldwide annually. The demand is also driven by the increasing number of elderly individuals living independently, estimated at 180 million globally, who require reliable and user-friendly medical solutions. Furthermore, the healthcare industry has seen a significant rise in investment in geriatric care, with spending surpassing \$800 billion in 2023. Companies in the ostomy care market are innovating to meet these needs, with over 200 new ostomy-related patents filed in the last year. As the aging population continues to expand, the need for advanced ostomy care solutions is expected to remain robust.

Key market trends include the introduction of advanced materials and technologies in ostomy care bags, which enhance user comfort and functionality. Additionally, the expansion of healthcare infrastructure and increasing healthcare expenditure are contributing to the market's growth.

- ConvaTec (UK)
- Coloplast (Denmark)
- Hollister Incorporated (US)
- B. Braun (Germany)
- Alcare (Japan)
- Nu-Hope (US)
- Marlen (US)
- Welland Medical (UK)
- BAO-Health (China)
- Flexicare Medical (UK)
- Cymed (US)
- Perma-Type (US)
- 3M (US)
- Smith & Nephew (UK)
- Other Prominent Players

As the market evolves, companies are focusing on research and development to offer more personalized and effective ostomy care solutions. The competitive landscape is characterized by the presence of established players and new entrants striving to meet the growing demand for high-quality ostomy care products.

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Market Segmentation:

By System

- One-piece System
- Two-piece System
- Skin Barrier

By Application

- Ostomy leakage
- Retracted stoma
- Peristomal skin creases
- Surgical scars and flaccid
- Loop ostomies
- Others

By End User

- Home Care
- Hospitals & Ambulator
- Surgical Centers
- Others

By Distribution Channel

- Online e-Commerce
- Offline

By Region

- North America
 - o The U.S.
 - o Canada
 - o Mexico

• Europe

o Western Europe

- U.K.
- Germany
- France
- Spain
- Italy
- Rest of Western Europe

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- Poland
- Russia
- Rest of Eastern Europe

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- o China
- o India
- o Japan
- o Australia & New Zealand
- o ASEAN
- o Rest of Asia Pacific

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- o UAE
- o Saudi Arabia
- o South Africa
- o Rest of MEA

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- o Argentina
- o Brazil
- o Rest of South America

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