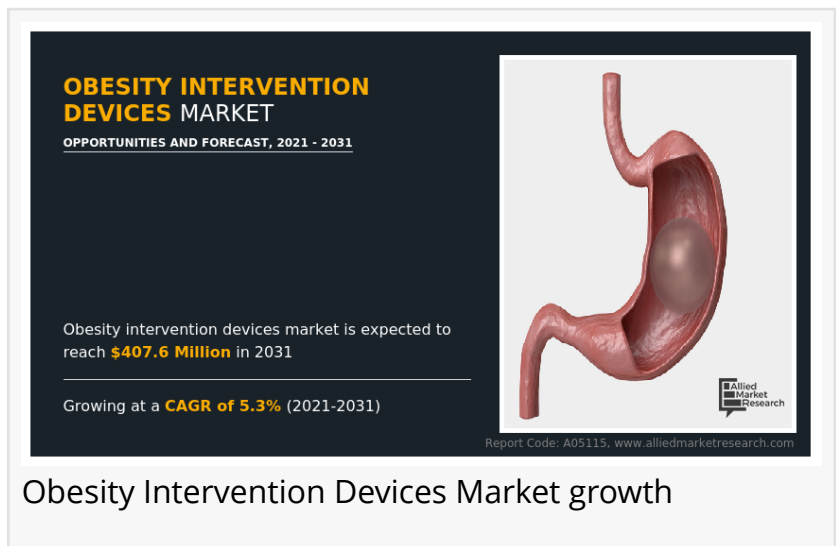


Global Obesity Intervention Devices Market on the Rise: Innovations and Awareness Drive Growth

PORTLAND, OR, UNITED STATES, June 18, 2025 /EINPresswire.com/ -- The global [obesity intervention devices market](#) is experiencing a significant upswing, driven by the surging global prevalence of obesity, increased public health awareness, and the emergence of advanced weight-loss technologies. According to a report by Allied Market Research, the market was valued at \$243.2 million in 2021 and is projected to reach \$407.6 million by 2031, growing at a CAGR of 5.3% from 2022 to 2031.



Key Drivers of Market Growth

Several factors are fueling the expansion of the obesity intervention devices market:

Increasing Obesity Rates: Worldwide obesity has nearly tripled since 1975, with over 1 billion people classified as obese. This epidemic has created a pressing demand for safe and effective weight-loss interventions.

Rising Awareness: A growing understanding of the long-term risks of obesity—including cardiovascular diseases, diabetes, and certain cancers—is encouraging individuals to seek medical intervention.

Technological Advancements: Medical device manufacturers are introducing less invasive, more effective, and patient-friendly solutions for weight loss, broadening adoption.

Growing Manufacturer Base: The rise in the number of companies manufacturing obesity intervention devices is increasing availability and competition, making such devices more accessible globally.

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Market Segmentation Highlights

By Device:

Gastric Bands held the largest market share in 2021, contributing to over 40% of the revenue. The segment is expected to maintain dominance throughout the forecast period due to its long-standing clinical acceptance and increasing manufacturer activity.

Gastric Balloons, while smaller in share, are projected to grow at the fastest CAGR of 5.7%. Their popularity is rising due to recent product launches, regulatory approvals, and minimally invasive procedures that require no surgery or permanent device implantation.

By End User:

Hospitals are the leading end users, accounting for around 80% of the market share in 2021. They are also forecasted to grow at a CAGR of 5.4%, driven by an increase in hospital visits and comprehensive healthcare services that include obesity interventions.

Regional Analysis

North America:

Currently dominates the market with over one-third of the global share.

Growth is attributed to the region's well-established healthcare infrastructure, early adoption of innovative devices, and a high obesity burden.

Asia-Pacific:

Poised to be the fastest-growing region, with a projected CAGR of 6.2%.

Rising rates of obesity and chronic diseases like type 2 diabetes, coupled with improved healthcare access, are creating significant opportunities for device manufacturers in this region.

Challenges and Restraints

Despite its growth, the market does face certain challenges:

Adverse Effects: Some intervention procedures come with risks such as gastrointestinal discomfort, nausea, and surgical complications, which may deter patients.

Cost and Accessibility: High procedure and device costs may limit adoption in low- and middle-income countries.

Emerging Opportunities

Strategic Collaborations: Companies are partnering with healthcare providers and research institutions to expand their reach and improve treatment outcomes.

Innovation in Non-Invasive Devices: The development of swallowable devices and endoscopic techniques opens doors to safer, outpatient-friendly procedures.

Rising Investments: Governments and private investors are increasingly funding obesity management programs and research into advanced interventions.

Leading Market Players

Major players driving the market forward include:

Apollo Endosurgery

Reshape Lifesciences

GI Dynamics

Allergan

Cousin Surgery

Johnson & Johnson

A.M.I. GmbH

Spatz FGIA Inc.

Allurion Technologies Inc.

Endalis

These companies are leveraging strategies like product innovation, regional expansion, and mergers to strengthen their positions.

Conclusion

The global obesity intervention devices market is witnessing a transformation, fueled by innovation, rising disease burden, and enhanced patient awareness. As healthcare systems globally prioritize chronic disease management and preventive care, the demand for safe and effective obesity intervention solutions is expected to continue growing. With supportive policy frameworks and continuous technological advancement, the future of this market holds immense promise.

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