

Anti-Snoring Devices Market to Reach \$511.4 Million by 2032, Driven by Rising Awareness and Advanced Technologies

PORTLAND, OR, UNITED STATES, August 19, 2025 /EINPresswire.com/ -- The global [anti-snoring devices market](#) is experiencing strong growth, fueled by rising health awareness, growing prevalence of sleep disorders, and the increasing availability of advanced non-invasive treatment solutions. According to market estimates, the sector was valued at \$233.9 million in 2022 and is projected to reach \$511.4 million by 2032, growing at a healthy CAGR of 8.1% from 2023 to 2032.



Snoring, often dismissed as a common nighttime nuisance, has gained significant medical and commercial attention in recent years. Beyond disturbing sleep quality, snoring is closely linked to obstructive sleep apnea (OSA), hypertension, cardiovascular problems, and reduced productivity. This shift from perceiving snoring as a lifestyle inconvenience to a health risk is opening substantial opportunities for device manufacturers, healthcare providers, and investors in the sleep technology space.

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Market Dynamics Driving Growth

The key factor driving growth in the anti-snoring devices market is the rise in global awareness of sleep health. Public health organizations and sleep associations across the U.S., Europe, and Asia-Pacific are actively conducting awareness campaigns. Initiatives such as the National Stop Snoring Week in the UK, campaigns by the American Academy of Sleep Medicine (AASM), and digital awareness programs by the British Snoring & Sleep Apnea Association (BSSAA) are reshaping consumer perception of snoring as a treatable condition rather than a minor irritation.

Another major growth driver is the increasing prevalence of obstructive sleep apnea (OSA). The

Sleep Foundation estimated in May 2023 that 50 to 70 million people in the U.S. suffer from sleep disorders, with OSA being one of the most common. As OSA is directly associated with snoring, demand for continuous positive airway pressure (CPAP) machines, mandibular advancement devices (MADs), and nasal dilators is expanding rapidly.

Technological advancements are further boosting adoption. Today's anti-snoring devices are designed with user-friendly features, lightweight materials, adjustable fittings, and even smart monitoring capabilities. These innovations enhance compliance, comfort, and effectiveness, making devices more appealing for long-term use.

Market Challenges

Despite strong growth drivers, certain barriers hinder adoption. Side effects associated with oral devices, such as jaw pain, temporomandibular joint disturbances, and excessive salivation, remain concerns. Additionally, compliance challenges—particularly with CPAP machines—limit widespread use.

Another challenge comes from alternative treatment options, including surgical interventions, weight management therapies, and oral medications, which some patients prefer over external devices. Affordability also plays a role, as advanced devices may be cost-prohibitive in emerging markets.

However, the industry is addressing these challenges through design improvements, affordable device alternatives, and hybrid therapies that combine anti-snoring devices with broader sleep health management.

Segmental Insights

By Product

The market is segmented into mouthguards, nasal devices, EPAP devices, and others (including chin straps, sleeping aids, and accessories).

Mouthguards (mandibular advancement devices) dominated the market in 2022 and are expected to maintain their lead due to their proven effectiveness in reducing snoring. Their non-intrusive nature and cost-effectiveness compared to CPAP machines make them the most preferred solution globally.

Nasal devices and expiratory positive airway pressure (EPAP) devices are gaining traction for patients seeking non-oral alternatives.

By End User

The market is divided into homecare and others (hospitals, clinics, sleep laboratories).

The homecare segment accounted for the largest market share in 2022 and is forecast to remain dominant. The shift toward self-care, combined with easy-to-use portable devices, empowers

individuals to manage snoring without clinical intervention.

Regional Outlook

North America led the global market in 2022, supported by advanced healthcare infrastructure, high awareness levels, and strong presence of leading device manufacturers such as ResMed Inc., The Pure Sleep Company, and Airway Management, Inc. The region's aging population and high incidence of sleep apnea will sustain demand over the forecast period.

Europe is another significant market, driven by robust awareness campaigns and growing government support for sleep health initiatives.

Asia-Pacific is projected to record the fastest growth. Factors such as rising obesity rates, changing lifestyles, and increasing smoking prevalence contribute to a higher incidence of snoring. Coupled with growing healthcare expenditure in China and India, the region presents lucrative opportunities for both global players and local startups.

LAMEA (Latin America, Middle East, and Africa) is emerging as a potential growth region due to rising urbanization and gradual improvements in healthcare access.

Competitive Landscape

The anti-snoring devices market is moderately consolidated, with leading companies focusing on product innovation and distribution expansion. Key players include:

SomnoMed

ResMed Inc.

Koninklijke Philips N.V.

ZQuiet

VVFLY Snore Circle

The Pure Sleep Company

Apnea Sciences

Rhinomed

DentCare Dental Lab Pvt. Ltd.

In addition, notable brands such as Theravent, GlaxoSmithKline plc, and PureSleep are active in the space.

A recent example of innovation includes Apnea Sciences' launch of SnoreRX Plus in April 2020, which enhanced its product portfolio and strengthened its market position.

Future Outlook and Business Opportunities

The anti-snoring devices market is well-positioned for steady expansion, particularly with the growing convergence of sleep technology and digital health solutions. Smart wearable devices, AI-powered sleep monitoring apps, and connected healthcare ecosystems are expected to complement traditional anti-snoring devices, creating new revenue streams.

Manufacturers and investors can benefit by:

Targeting homecare users with affordable, easy-to-use devices.

Leveraging e-commerce and online pharmacies, which played a key role in boosting sales during COVID-19.

Expanding into Asia-Pacific, the fastest-growing market with significant untapped potential.

Collaborating with sleep clinics and healthcare providers to bundle anti-snoring devices with comprehensive sleep health programs.

Conclusion

With increasing awareness about the health risks of snoring and a surge in demand for effective, non-invasive solutions, the global anti-snoring devices market presents lucrative growth opportunities. North America will remain dominant, but Asia-Pacific is expected to witness the strongest expansion. Companies that innovate, address comfort and compliance challenges, and capitalize on homecare demand stand to gain the most in this evolving market.

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