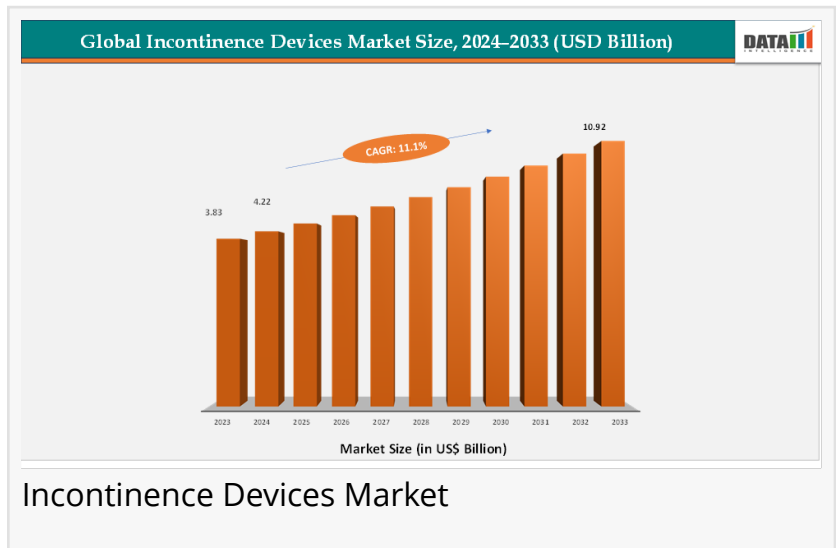


Incontinence Devices Market Projected to Hit US\$ 10.92 billion by 2033, Industry Developemnts, Future Growth

Global Incontinence Devices Market Outlook: Key Players, Demand Trends & Future Forecast

AUSTIN, TX, UNITED STATES, October 24, 2025 /EINPresswire.com/ -- Market Size:

According to DataM Intelligence, the [incontinence devices market](#) was valued at US\$ 3.83 billion in 2023 and increased to US\$ 4.22 billion in 2024. It is anticipated to grow to US\$ 10.92 billion by 2033, expanding at a CAGR of 11.1% from 2025 to 2033.



Market Size & Forecast



USA incontinence devices market reached US\$ 3.83B in 2023, rising to US\$ 4.22B in 2024, forecasted to hit US\$ 10.92B by 2033 at 11.1% CAGR."

*DataM Intelligence 4Market
Research LLP*

2024 Market Size: US\$ 4.22 billion

2033 Projected Market Size: US\$ 10.92 billion

CAGR (2025–2033): 11.1%

North America: Largest market in 2024

Asia Pacific: Fastest-growing market

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Growth Drivers

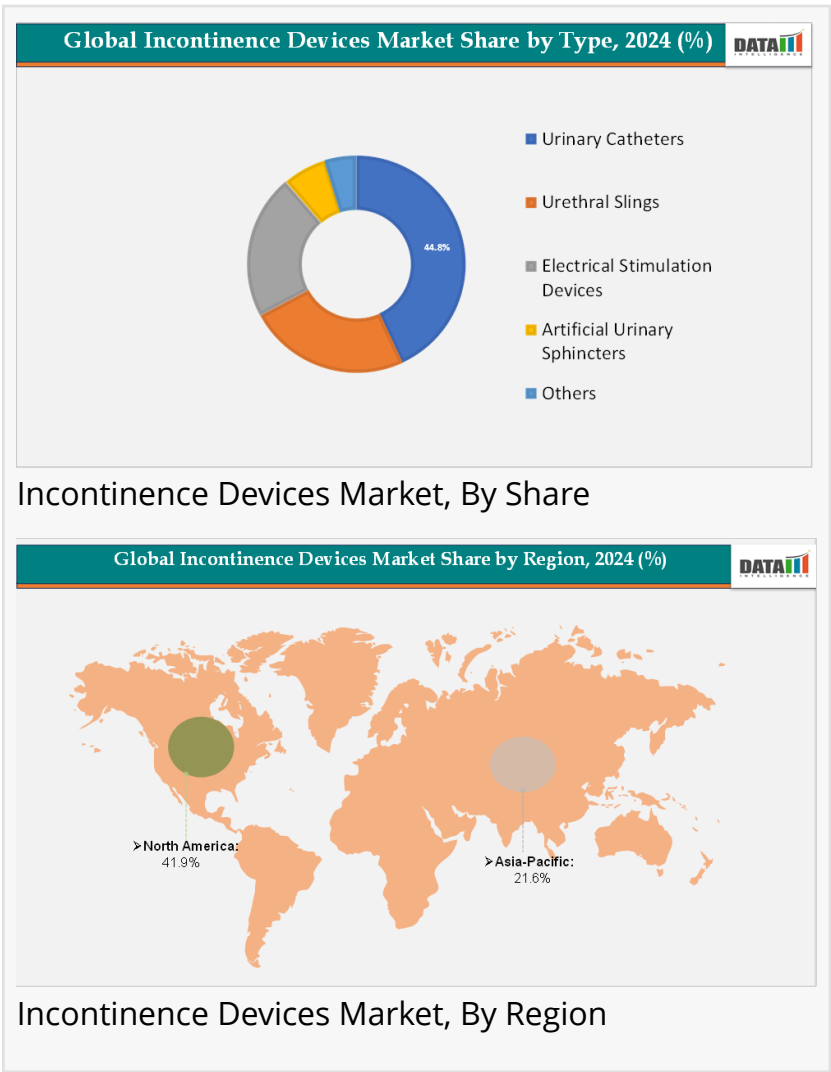
The global incontinence devices market is witnessing unprecedented growth, driven by the rising aging population, increasing prevalence of urinary incontinence, and rapid technological advancements in continence care solutions. With urinary catheters leading the segment and innovative devices like urethral slings, electrical stimulation systems, and artificial urinary sphincters gaining traction, healthcare providers are now able to offer more effective, comfortable, and minimally invasive solutions for patients. North America dominates the market due to the high adoption of innovative devices, while the Asia-Pacific is the fastest-growing, fueled by expanding healthcare access and rising awareness. As the demand for reliable and patient-friendly continence management solutions continues to rise, the market presents immense opportunities for manufacturers, investors, and healthcare stakeholders to drive innovation, enhance patient quality of life, and capture significant growth across key regions worldwide.

Key Market Highlights

North America leads the incontinence devices market, generating around 41.9% of global revenue. This dominance is fueled by advanced healthcare infrastructure, high awareness of urinary health, strong adoption of innovative continence management solutions, and the presence of major medical device companies investing heavily in R&D and deployment of advanced incontinence products.

Asia-Pacific is the fastest-growing regional market, accounting for approximately 21.6% of the share. Growth is driven by an increasing prevalence of urinary incontinence among the aging population, expanding healthcare infrastructure, rising awareness of continence care, and government initiatives to enhance access to effective incontinence management solutions in key economies such as China, India, Japan, and South Korea.

Urinary catheters remain the leading product segment, contributing about 44.8% of global



revenue. Their prominence is supported by widespread clinical use for urinary retention, ease of use, availability of advanced and minimally invasive designs, and growing adoption across hospitals, long-term care facilities, and home care settings.

Key Developments:

- In September 2025, Medtronic plc announced that it had secured U.S. Food and Drug Administration (FDA) approval for the Altaviva device. This minimally invasive implantable tibial neuromodulation (ITNM) therapy, positioned near the ankle, is specifically designed to provide effective treatment for urge urinary incontinence.

Major Companies:

Major players in the incontinence devices market include B. Braun SE, Convatec, Coloplast Group, BD, Promedon GmbH, Medtronic, Wellspect HealthCare (Dentsply Sirona Company), Hollister Incorporated, A.M.I. GmbH and Caldera Medical, among others.

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Regional Analysis

North America:

In 2024, North America held a 41.9% share of the incontinence devices market. The region leads due to high awareness, strong adoption of innovative solutions like sacral nerve stimulation, urethral slings, and implantable devices, and active R&D by major manufacturers such as Boston Scientific, Medtronic, and Becton Dickinson. Expanding reimbursement coverage, a growing geriatric population, and advancements like connected catheters and AI-assisted monitoring reinforce its market dominance.

Europe:

Europe accounted for 22.8% of the market in 2024. Strong public health spending, robust reimbursement programs, and early adoption of quality-certified, sustainable devices drive the market. Aging populations, digital continence management platforms, and innovation in non-invasive therapies and precision diagnostics make Europe a hub for clinical and technological advancements in incontinence care.

Asia-Pacific:

Holding 21.6% of the market in 2024, Asia-Pacific is the fastest-growing region. Growth is driven by aging populations, rising healthcare expenditure, expanded insurance coverage, and local cost-effective innovations. Increasing multinational investment, technology transfer, and digital

health solutions are accelerating adoption, positioning the region as a key area for next-generation incontinence device growth.

Market Segmentation

By Product Type: (Urinary Catheters, Urethral Slings, Electrical Stimulation Devices, Artificial Urinary Sphincters, Others)

By Category: (External Urinary Incontinence Devices, Internal Urinary Incontinence Devices)

By Patient Type: (Male, Female)

By Incontinence Type: (Stress Incontinence, Urge Incontinence, Overflow Incontinence, Functional Incontinence)

By End-User: (Hospitals, Clinics, Homecare)

By Region: (North America, Europe, Asia-Pacific, South America, and the Middle East & Africa)

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Our platform has Insights on markets that uncover the latest market research data that are distinct from the competition. With coverage across 10 major industries in the marketplace research, DataM Intelligence benefits thousands of companies by helping them take their innovations early to the market, and by providing a complete view of the market with statistical forecasts. Our strategy-centric framework and value-added services will let individuals and corporates with ease of access and custom personalization to research and markets.

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