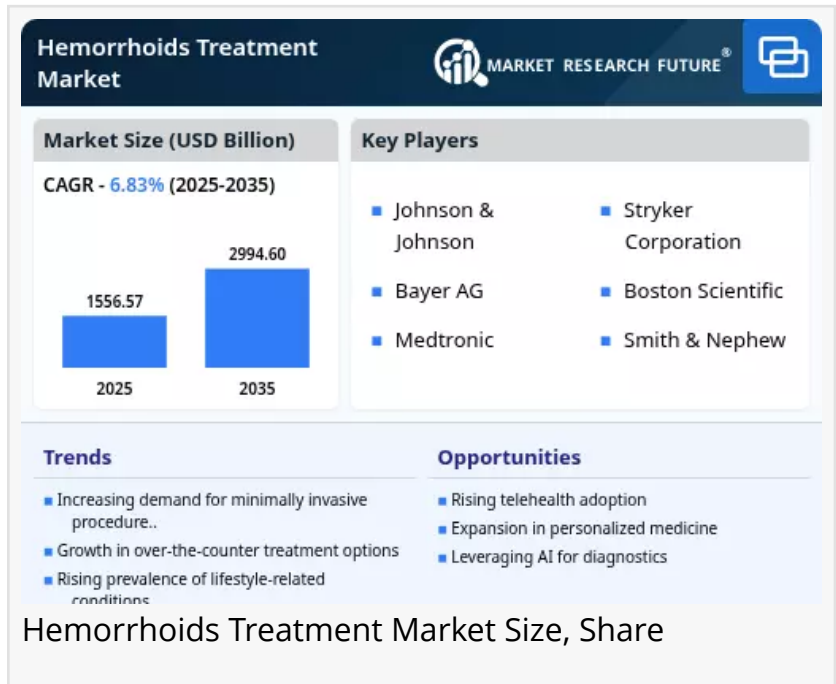


Hemorrhoids Treatment Market to reach USD 2,994.6 Million by 2035 at 6.83% CAGR

Hemorrhoids Treatment Market to Surge from USD 1,441.59 Mn in 2024 to USD 2,994.6 Mn by 2035—By Rising Prevalence of Hemorrhoids, Growing Healthcare Awareness

NY, CA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- As per Market Research Future, the [global Hemorrhoids Treatment Market size](#) is projected to reach USD 2,994.6 Million by 2035 from USD 1,441.59 Million in 2024, at a CAGR of 6.83% during the forecast period 2025–2035.



The 6.83% CAGR—anchored by a convergence of demographic, lifestyle, and technological factors—is propelled by three primary forces: the increasing prevalence of hemorrhoids due to lifestyle changes, unhealthy diets, and sedentary behavior, which is driving higher demand for effective treatments; technological innovations such as laser therapy, rubber band ligation, and sclerotherapy, which are enhancing treatment efficacy, patient comfort, and recovery times; and growing awareness about hemorrhoid symptoms, which is supporting market expansion, particularly in urban and semi-urban populations.

Global health organizations and healthcare providers are amplifying this momentum. The World Gastroenterology Organization launched its World Digestive Health Day campaign to highlight the prevention and management of gastrointestinal disorders, including hemorrhoids. Public health campaigns and educational initiatives aim to destigmatize the condition, encouraging individuals to seek medical advice. This shift in perception is crucial, as many patients delay treatment due to embarrassment. Together, these initiatives are creating the clinical infrastructure and patient awareness on which the Hemorrhoids Treatment Market depends.

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Key Market Trends & Growth Drivers

Rising Prevalence of Hemorrhoids

The rising prevalence of hemorrhoids is a primary driver for the market. Increasing adoption of sedentary lifestyles and inadequate fiber intake in the diet are significant factors contributing to the market's growth. Hemorrhoids affect most people under 50, and the condition is becoming more common due to lifestyle changes. The growing patient base and improvements in detection and treatment methodology are key market drivers.

Advancements in Treatment Modalities

Technological advancements are enhancing treatment efficacy, patient comfort, and recovery times. Minimally invasive procedures, such as rubber band ligation and infrared coagulation, offer patients effective alternatives to traditional surgical methods. The development of novel pharmacological agents and combination therapies is likely to further enhance treatment efficacy. The shift from conventional surgery to minimally invasive procedures is gaining traction due to reduced post-operative pain, lower complication rates, and faster recovery.

Increased Awareness and Education

Heightened awareness regarding hemorrhoids and their treatment options is a significant driver. Public health campaigns and educational initiatives aim to destigmatize the condition, encouraging individuals to seek medical advice. The World Gastroenterology Organization launched its World Digestive Health Day campaign to highlight the prevention and management of gastrointestinal disorders, including hemorrhoids. This shift in perception is crucial, as many patients delay treatment due to embarrassment.

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Market Segment Insights

BY TREATMENT TYPE

Non-Surgical/Pharmacological Treatments: Dominates the market, including topical agents, suppositories, and oral medications. Topical treatments hold the largest share at 44%, due to ease of use and immediate effects.

Surgical Procedures: Includes hemorrhoidectomy, stapled hemorrhoidopexy, and laser surgery, dominating in efficacy for severe cases.

Minimally Invasive Procedures: Fastest-growing segment, capturing attention due to advancements in technology and patient preferences for less invasive options.

BY SEVERITY LEVEL

Moderate: Largest segment with a 48% share, due to high prevalence of mild to moderate cases among the population.

Severe: Fastest-growing segment, driven by an aging population and the shift towards surgical interventions.

BY PATIENT DEMOGRAPHICS

Adults: Largest demographic segment with a 58% share, due to lifestyle-induced conditions leading to hemorrhoids.

Elderly: Fastest-growing segment, emerging rapidly due to age-related health issues that increase susceptibility to hemorrhoids.

BY DISTRIBUTION CHANNEL

Pharmacies: Dominant channel due to accessibility and the assurance of pharmaceutical guidance.

Online Retail: Fastest-growing channel, appealing to younger demographic segments favoring convenience and discretion.

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Regional Outlook

North America — Market Leader

North America currently dominates the Hemorrhoids Treatment Market, accounting for the largest share due to advanced healthcare infrastructure, high awareness levels, and easy access to innovative therapies. The United States is a key contributor, driven by a high incidence rate of hemorrhoids and increasing demand for minimally invasive treatment options. The region benefits from substantial healthcare expenditure and a strong presence of key market players.

Europe — Second Largest

Europe holds the second-largest market share with robust healthcare infrastructure and

increasing preference for minimally invasive treatments. Germany, the UK, and France are major contributors.

Asia-Pacific — Fastest-Growing Region

Asia-Pacific is expected to be the fastest-growing region due to rising awareness, improving healthcare facilities, and a large patient population, particularly in India and China. The rapid development of healthcare infrastructure and the growth of the pharmaceutical industry are driving the market growth in this region.

Competitive Landscape and Recent Developments

The Hemorrhoids Treatment Market is competitive, with major pharmaceutical and medical device companies actively involved. Key players are focusing on strategic initiatives like product launches, partnerships, and acquisitions to enhance their market presence.

KEY COMPANIES:

Johnson & Johnson
Medtronic
Pfizer Inc.
Abbott Laboratories
Boston Scientific Corporation
Bayer AG
GlaxoSmithKline
Cook Medical
B. Braun Melsungen AG
CONMED Corporation
Teva Pharmaceutical Industries Ltd.
Takeda Pharmaceutical Company
Future Outlook: 2025–2035

The Hemorrhoids Treatment Market is projected to reach USD 2,994.6 Million by 2035, growing at a CAGR of 6.83%, driven by increasing prevalence, technological advancements, and growing awareness.

New opportunities lie in:

Development of portable, user-friendly treatment devices for home use .
Expansion of telehealth services for remote consultations and follow-ups .
Partnerships with healthcare providers for integrated treatment solutions .
By 2035, the market is expected to demonstrate robust growth, reflecting evolving patient needs and innovative solutions.

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Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

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