

Market insights summary

Latin America urological device market

What's trending?

Demographic and epidemiological trends are driving market growth

- The rising prevalence of urinary incontinence (UI), benign prostatic hyperplasia (BPH), kidney stones, and prostate cancer is driving urological device procedure volumes across Latin America.
- Aging populations and lifestyle-related risk factors are also increasing long-term demand for urological care.
- Brazil and Mexico account for the majority of regional demand due to the countries' large patient bases and higher procedure volumes.

Manufacturer-led training drives urological device adoption

- Manufacturer-led training acts as a key driver of technology diffusion within the region, directly supporting procedure growth and selective uptake of advanced urological solutions where training infrastructure is available.
- For example, the uptake of minimally invasive procedures and advanced devices is supported by hands-on workshops, physician training programs, and educational support provided by multinational corporations (MNCs), which help address skill gaps and drive the use of newer technologies, especially in private hospitals and urban centers.

Access more insights and data in the [report](#).
[Speak to our team](#) to see how we can power your innovation.

2024 Latin America urological device market snapshot

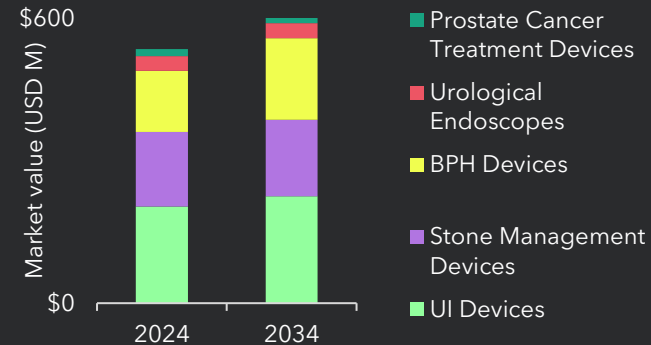
\$536.6M

Market value

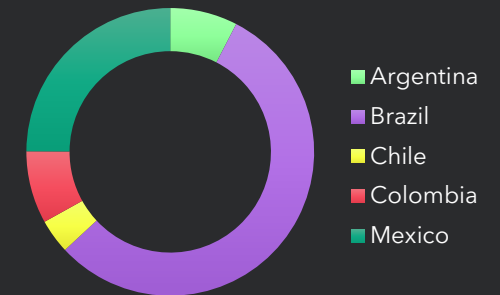
1.4%

CAGR ('19-'34)

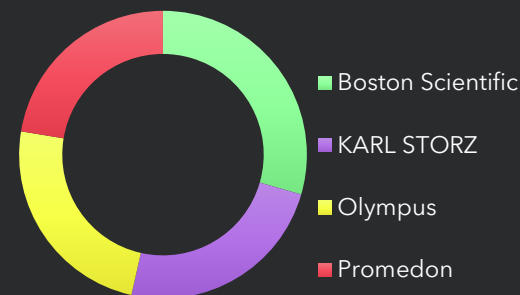
Latin American urological device market by product type



Proportion of urological device revenues by region, 2024



2024 Latin American competitive landscape



- Although MNCs remain urological device market leaders in Latin America, domestic competitor Promedon led the UI device market in the region 2024, supported by its broad portfolio, strong sales network, and established relationships with healthcare facilities.
- The company offer cost-efficient solutions for stress urinary incontinence (SUI) and pelvic floor reconstruction, particularly in Argentina and Colombia.