

Market insights summary

United States and Japan ENT device market

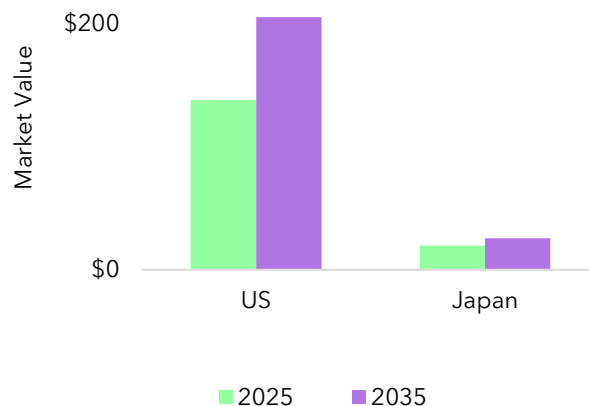
What's trending

Nasal packing is among the fastest-growing ENT device segments

- The nasal packing market is expected to experience continued growth in both the U.S. and Japan.
- Physicians increasingly prefer resorbable nasal packing for patients at higher risk of bleeding, while the shift toward premium-priced products continues to support market revenue growth.
- In Japan, favorable reimbursement, rising functional endoscopic sinus surgery (FESS) procedure volumes, and an aging population with increasing sinus-related conditions are further supporting demand for nasal packing products.

ENT : Ear, nose and throat

U.S. and Japan nasal packing device market, USD (M)



2025 U.S. and Japan ENT device market snapshot

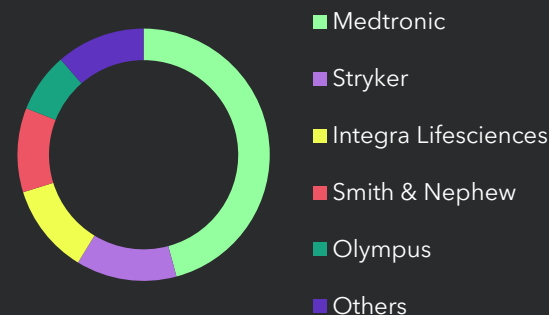
\$1.7B

Market revenue

2.7%

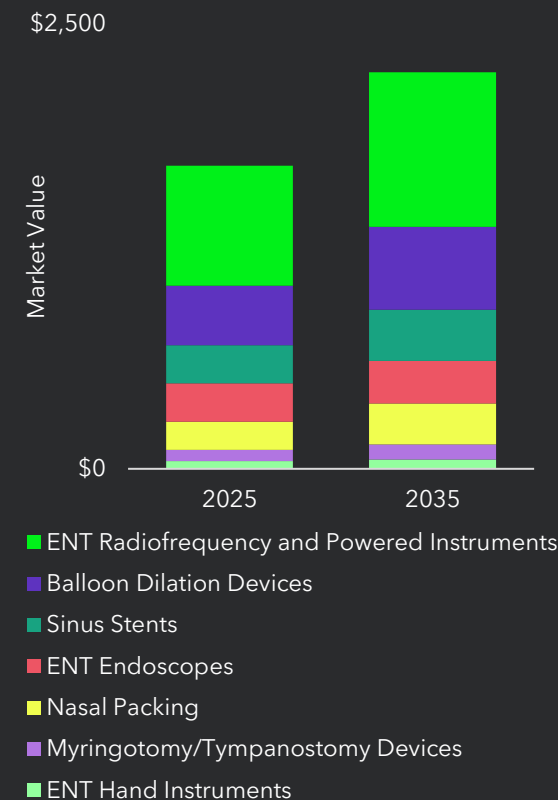
CAGR ('19-'35)

2025 U.S. and Japan competitive landscape



- **Medtronic** holds a leading position in the U.S. and Japan, supported by a broad portfolio spanning radiofrequency and powered instruments, balloon dilation devices, tympanostomy tubes, and nasal packing devices.
- **Olympus** holds a leading position in Japan's ENT device market, supported by its strong endoscope presence, dedicated ENT sales infrastructure, and established relationships with hospital-based ENT customers.

U.S. and Japan ENT device market, by product type, USD (M)



*Balloon Dilation Devices and Sinus Stents are only covered for the U.S. market

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