

Interventional Imaging Market - A Global and Regional Analysis: Focus on Product, Application, End User, Regional, and Country - Analysis and Forecast: 2026-2036

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Abstracts

The global interventional imaging market, initially valued at \$10,440.0 million in 2025, is projected to witness substantial growth, reaching \$19,966.1 million by 2036, marking a remarkable compound annual growth rate (CAGR) of 6.07% over the period from 2026 to 2036.

The global interventional imaging market is witnessing sustained growth, driven by the increasing adoption of minimally invasive procedures across cardiology, oncology, neurology, vascular, and orthopedic specialties. Interventional imaging systems play a critical role in guiding therapeutic procedures by providing real-time visualization of anatomical structures, medical devices, and treatment targets. Technologies such as fluoroscopy, angiography, computed tomography (CT), ultrasound, magnetic resonance imaging (MRI), and hybrid imaging platforms are becoming integral to image-guided interventions, enabling clinicians to perform complex procedures with greater precision, safety, and efficiency. The rising prevalence of chronic diseases, growing demand for minimally invasive treatment options, and increasing procedural volumes in hospitals and ambulatory surgical centers are further supporting market expansion.

Technological advancements are significantly enhancing the capabilities of interventional imaging systems. Innovations such as high-resolution 3D and 4D imaging, fusion imaging, cone-beam CT, advanced navigation software, and real-time image processing are improving procedural accuracy and clinical outcomes while reducing procedure times and radiation exposure. The integration of artificial intelligence, robotics, and image-guided navigation technologies is further streamlining

workflow optimization and supporting more personalized interventions. Additionally, the growing development of hybrid operating rooms and multidisciplinary interventional suites is driving demand for advanced imaging infrastructure. Although high equipment costs, regulatory requirements, and reimbursement challenges may limit adoption in certain regions, continuous innovation and the expanding role of image-guided therapies are expected to sustain long-term growth, positioning interventional imaging as a cornerstone of modern minimally invasive healthcare delivery.

Market Introduction

The global interventional imaging market is experiencing significant expansion as healthcare systems increasingly prioritize image-guided procedures that offer improved precision, reduced patient trauma, and shorter recovery times. Interventional imaging technologies provide clinicians with real-time visualization during diagnostic and therapeutic procedures, supporting a broad range of applications in cardiovascular interventions, oncology treatments, neurovascular procedures, and minimally invasive surgeries. As procedural complexity continues to increase, healthcare providers are investing in advanced imaging platforms that enable accurate device navigation, enhanced anatomical visualization, and seamless procedural guidance, helping improve clinical outcomes and procedural efficiency.

Ongoing advancements in imaging hardware and software are transforming the interventional imaging landscape. Developments such as three-dimensional visualization, image fusion techniques, cone-beam imaging, advanced navigation systems, and enhanced workflow integration are enabling greater procedural accuracy while supporting more efficient use of clinical resources. The growing implementation of hybrid operating rooms and integrated interventional suites is further driving demand for sophisticated imaging solutions capable of supporting multiple specialties within a single environment. Additionally, the incorporation of artificial intelligence, automated image processing, and robotic-assisted technologies is enhancing decision support and procedural planning capabilities. While high acquisition costs and infrastructure requirements may present adoption challenges in some healthcare settings, the increasing emphasis on minimally invasive care and technology-driven procedural optimization is expected to sustain long-term growth in the global interventional imaging market.

Industrial Impact

The global interventional imaging market has created a substantial impact on the

healthcare technology industry by enabling the widespread adoption of image-guided, minimally invasive procedures across multiple clinical specialties. Leading manufacturers such as GE HealthCare, Siemens Healthineers, Koninklijke Philips N.V., Canon Medical Systems Corporation, FUJIFILM Holdings Corporation, Shimadzu Corporation, and Stryker Corporation are continuously advancing interventional imaging platforms with enhanced visualization, navigation, and procedural guidance capabilities. These innovations are playing a critical role in areas such as cardiovascular interventions, oncology treatments, neurovascular procedures, and vascular surgery, where precise real-time imaging is essential for treatment accuracy and patient safety. Advanced technologies including 3D visualization, cone-beam CT, image fusion, and integrated navigation systems are helping clinicians perform increasingly complex procedures while improving procedural efficiency and clinical outcomes.

From an industry standpoint, the evolution of interventional imaging is driving a transition toward integrated procedural ecosystems that combine imaging, navigation, software analytics, and therapeutic technologies within a single clinical environment. The growing deployment of hybrid operating rooms and specialized interventional suites is encouraging healthcare providers to invest in multifunctional imaging platforms capable of supporting a broad range of minimally invasive procedures. In addition, the incorporation of artificial intelligence, automation, and robotic-assisted technologies is enhancing workflow coordination, procedural planning, and decision-making during interventions. By reducing procedural complexity, supporting precision-guided therapies, and enabling greater operational efficiency, interventional imaging systems are strengthening the foundation of modern interventional care and contributing to the advancement of patient-centered, technology-driven healthcare delivery worldwide.

Market Segmentation:

Segmentation 1: By Product

Interventional Imaging Systems

Interventional Imaging Software

Consumables

Interventional Imaging Systems Segment to Dominate the Interventional Imaging Market (by Product)

In 2025, interventional imaging systems dominated the market, driven by their essential role in supporting a wide range of minimally invasive diagnostic and therapeutic procedures. These systems provide real-time, high-resolution visualization that enables clinicians to accurately guide catheters, guidewires, implants, and other medical devices during complex interventions. Their extensive use across cardiovascular, neurovascular, oncology, and peripheral vascular procedures has established them as a critical component of modern interventional care. The increasing preference for minimally invasive treatments, which offer reduced hospital stays, lower complication rates, and faster patient recovery, continues to strengthen demand for advanced interventional imaging platforms.

The dominance of interventional imaging systems has been further supported by ongoing technological advancements that enhance procedural precision and workflow efficiency. Features such as three-dimensional imaging, image fusion, cone-beam CT integration, advanced navigation tools, and real-time image processing enable physicians to perform increasingly complex interventions with greater confidence and accuracy. In addition, the expansion of hybrid operating rooms and specialized catheterization laboratories is driving greater adoption of these systems within healthcare facilities. Their ability to support high procedural volumes, accommodate multiple clinical specialties, and improve treatment outcomes positions interventional imaging systems as the leading segment within the global interventional imaging market.

Segmentation 2: By Application

Cardiology

Neurology

Oncology

Others

Cardiology Segment to Dominate the Interventional Imaging Market (by Application)

The cardiology segment dominates the interventional imaging market, driven by the high global burden of cardiovascular diseases and the growing volume of image-guided

cardiac procedures. Interventional imaging plays a critical role in procedures such as coronary angioplasty, stent placement, transcatheter valve interventions, electrophysiology studies, and structural heart defect repairs, where real-time visualization is essential for accurate device navigation and treatment delivery. The increasing prevalence of conditions such as coronary artery disease, heart failure, and cardiac arrhythmias continues to drive demand for advanced imaging technologies that support precise and minimally invasive cardiac interventions.

The dominance of the cardiology segment has been supported by continuous advancements in cardiovascular imaging technologies, including high-resolution angiography systems, three-dimensional visualization, fusion imaging, and intraprocedural guidance tools. Healthcare providers are increasingly investing in modern catheterization laboratories and hybrid cardiac suites to improve procedural efficiency and patient outcomes. In addition, the growing adoption of minimally invasive cardiovascular treatments, particularly among aging populations and high-risk patients, is contributing to higher procedure volumes worldwide. The combination of strong clinical demand, technological innovation, and expanding interventional cardiology infrastructure positions cardiology as the leading application segment within the global interventional imaging market.

Segmentation 3: By End User

Hospital and Ambulatory Surgical Center

Diagnostic Imaging Center

Others

Hospital and ASC Segment to Dominate the Interventional Imaging Market (by End User)

In 2025, hospitals dominated the interventional imaging market due to their central role in delivering complex diagnostic and therapeutic procedures across multiple specialties. Interventional imaging systems are extensively used in hospital-based catheterization laboratories, operating rooms, and diagnostic suites to support cardiovascular, neurovascular, oncological, and vascular interventions. The availability of advanced infrastructure, skilled interventional specialists, and multidisciplinary care teams enables hospitals to handle high procedural volumes and manage complex cases that require

real-time imaging guidance. Additionally, strong capital investment capacity allows hospitals to adopt technologically advanced imaging platforms, further reinforcing their dominant position in the market.

The dominance of ambulatory surgical centers (ASCs) is also growing significantly, driven by the global shift toward minimally invasive and outpatient care. ASCs benefit from cost efficiency, faster patient turnaround times, and streamlined procedural workflows, making them highly suitable for image-guided interventions that do not require prolonged hospitalization. The adoption of compact, high-performance interventional imaging systems in ASCs supports a growing range of same-day procedures, particularly in orthopedics, pain management, and vascular interventions. The rising preference for outpatient care delivery, combined with advancements in portable and user-friendly imaging technologies, is expected to sustain strong growth across both hospitals and ASCs in the interventional imaging market.

Segmentation 4: By Region

North America

U.S.

Canada

Europe

U.K.

Germany

France

Italy

Spain

Rest-of-Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest-of-Asia-Pacific

Rest-of-the-World

North America to Dominate the Interventional Imaging Market (by Region)

North America dominated the interventional imaging market due to its highly advanced healthcare infrastructure and early adoption of cutting-edge medical imaging technologies. The region is characterized by a strong network of hospitals, academic medical centers, and specialty clinics that routinely perform complex image-guided procedures across cardiology, oncology, neurology, and vascular care. High procedural volumes, coupled with a strong focus on minimally invasive treatments, continue to drive significant demand for advanced interventional imaging systems across the U.S. and Canada.

This market dominance of North America can be attributed to favorable reimbursement frameworks, high healthcare expenditure, and rapid integration of advanced technologies such as hybrid operating rooms, 3D imaging, and AI-assisted navigation systems. The presence of leading global manufacturers and continuous investment in research and development also accelerates the introduction and adoption of innovative imaging solutions in the region. Additionally, strong emphasis on patient safety, procedural efficiency, and value-based healthcare delivery reinforces the widespread utilization of interventional imaging systems, solidifying North America's leading position in the global market.

Recent Developments in the Interventional Imaging Market

In November 2025, Canon Medical announced FDA 510(k) clearance for

Alphenix 4D CT with Aquilion ONE/INSIGHT Edition, a hybrid angio-CT interventional suite. The platform combines Alphenix Sky+ angiography with Aquilion CT in one room to support diagnosis, planning, treatment, and verification while reducing patient transfer between departments.

In March 2026, Philips launched IntraSight Plus, an interventional guidance platform cleared for clinical use in the U.S. and Europe after FDA 510(k) clearance and CE marking. The platform integrates angiography, physiology, IVUS, co-registration, tri-registration, and real-time device visualization to simplify PCI workflows in cath labs.

In May 2026, Siemens Healthineers received FDA clearance for six new Artis interventional imaging systems featuring the Optiq AI imaging chain. The portfolio includes floor, ceiling, biplane, and robotic configurations, with AI-based real-time image optimization and deep-learning denoising across fluoroscopy, acquisition, and DSA.

Demand – Drivers, Challenges, and Opportunities

Market Drivers:

Increasing Burden of Chronic Disease: The growing global burden of chronic diseases has been a major driver accelerating the adoption of interventional imaging technologies. Conditions such as cardiovascular diseases, cancer, diabetes, and chronic respiratory disorders require continuous diagnosis, monitoring, and minimally invasive treatments that rely on advanced imaging modalities including fluoroscopy, CT, MRI, and ultrasound. According to the WHO, non-communicable diseases account for nearly 74% of global deaths, with cardiovascular diseases and cancer being the leading contributors, significantly increasing demand for image-guided procedures. Cardiovascular interventions such as angioplasty, stent placement, TAVR, and electrophysiology procedures depend heavily on real-time fluoroscopic and angiographic imaging for precision and safety, while the rising cancer burden is expanding the use of CT- and ultrasound-guided biopsies and tumor ablation procedures. Increasing diabetes prevalence further drives vascular imaging demand for managing peripheral artery disease and related complications, and the aging population amplifies overall procedure volumes due to higher susceptibility to chronic conditions. Collectively, these factors are strengthening the long-term reliance on interventional imaging across healthcare systems worldwide.

Market Challenges:

High Capital Cost: The high capital investment required for the acquisition, installation, and maintenance of advanced interventional imaging systems remains a key restraint on market growth. Modern platforms such as angiography systems, cone-beam CT units, fluoroscopy systems, and hybrid operating room suites involve substantial upfront costs, often ranging from \$500,000 to over \$3 million per system, with fully integrated hybrid OR setups reaching up to \$8 million depending on configuration and infrastructure requirements. Premium systems from manufacturers such as Siemens Healthineers, GE HealthCare, and Koninklijke Philips N.V., while offering advanced imaging quality, AI integration, and workflow optimization, are typically adopted only by large tertiary-care hospitals and specialized centers with strong capital budgets.

In addition to procurement costs, healthcare providers incur significant recurring expenses for software upgrades, service contracts, calibration, staff training, cybersecurity, and maintenance, with annual service costs accounting for a notable share of total system value. These financial burdens are particularly challenging for small and mid-sized hospitals, ambulatory surgical centers, and facilities in emerging economies, where reimbursement limitations and constrained healthcare budgets restrict adoption. As a result, despite strong clinical benefits, the high total cost of ownership continues to limit widespread penetration of advanced interventional imaging systems globally.

Market Opportunities:

Expansion of Outpatient and Ambulatory Image-Guided Procedures: The shift of minimally invasive procedures from hospitals to ASCs, OBLs, HOPDs, and specialty clinics is creating strong growth opportunities for the interventional imaging market. Advances in imaging technology, procedural techniques, and reimbursement support are enabling more procedures to be performed safely in outpatient settings. This is driving demand for compact, mobile, and cost-efficient imaging systems that do not require fixed angiography infrastructure. Peripheral vascular interventions such as angioplasty, atherectomy, thrombectomy, and stent placement are increasingly performed in outpatient centers, boosting the need for portable fluoroscopy and mobile C-arm systems. Rising procedure volumes in ASCs further highlight the growing preference for decentralized care delivery. Product innovations such as mobile C-arms and portable cone-beam CT systems from companies like GE HealthCare and Koninklijke Philips N.V. are aligned with this trend. Additionally, expanding use of point-

of-care ultrasound in outpatient procedures is broadening imaging applications beyond hospitals. Overall, the outpatient shift is significantly expanding the addressable market for interventional imaging solutions.

How can this report add value to an organization?

Product/Innovation Strategy: The interventional imaging market is segmented across modalities such as fluoroscopy, angiography, CT, MRI, ultrasound, and hybrid systems, with growing focus on cardiology, oncology, and neurovascular applications. Innovation is centered on improving real-time visualization, procedural precision, and reducing radiation exposure through advanced imaging technologies. Manufacturers are also prioritizing hybrid operating rooms, mobile imaging platforms, and AI-enabled workflow integration to support evolving clinical needs.

Growth/Marketing Strategy: Market growth is driven by partnerships with hospitals, ambulatory surgical centers, and expanding healthcare networks in emerging regions. Companies are focusing on increasing adoption of mobile imaging systems, hybrid OR solutions, and service-based models including upgrades and training. The shift toward outpatient and minimally invasive care is further accelerating demand for flexible imaging solutions.

Competitive Strategy: The market is highly competitive, with OEMs focusing on superior image quality, real-time guidance, and workflow efficiency. Differentiation is driven by advancements in 3D/4D imaging, cone-beam CT, and AI-assisted navigation technologies. Integration with hospital IT systems and ease of clinical use remain key factors influencing vendor positioning.

Methodology

Key Considerations and Assumptions in Market Engineering and Validation

Years from 2024 to 2036 have been considered for the global market size estimation, 2025 has been considered as the base year, and 2026 to 2036 as the forecast period.

The scope of the report is based on comprehensive inputs from industry experts across various sectors, including specialty clinics and hospitals, diagnostic laboratories, imaging centers, reference laboratories, and research institutions.

The market contribution of Interventional imaging products is anticipated to grow substantially in the future, with projections based on historical analysis of available solutions.

Revenues from companies have been sourced from their annual reports for FY2024 and FY2025. For private companies, revenue estimates are derived from primary research inputs, funding history, market collaborations, and operational performance.

The market has been mapped based on the existing interventional imaging systems, software and consumables. Key companies with significant offerings in this field have been identified and profiled in this report.

Primary Research

The primary sources involve industry experts and key stakeholders across the healthcare and radiography ecosystem, including interventional imaging system manufacturers (OEMs), medical device companies, radiology service providers, and healthcare institutions. Stakeholders such as hospitals, imaging centers, and screening programs have been consulted to validate adoption trends, system-level integration, and clinical utility specific to interventional imaging systems. Respondents, including CEOs, vice presidents, product and marketing directors, and technology and innovation leaders, have been interviewed to obtain and verify both qualitative and quantitative insights for this research study.

The key data points taken from the primary sources include:

- validation and triangulation of all the numbers and graphs
- validation of report segmentations and key qualitative findings
- understanding the competitive landscape and business model
- current and proposed production values of a product by market players
- validation of the numbers of different segments of the market in focus
- percentage split of individual markets for regional analysis

Secondary Research

Open Sources

Certified publications, articles from recognized authors, white papers, directories, and major databases, among others

Annual reports, SEC filings, and investors' presentations of the leading market players

Company websites and a detailed study of their product portfolio

Gold standard magazines, journals, white papers, press releases, and news articles

Paid databases

The key data points taken from the secondary sources include:

segmentations and percentage shares

data for market value

key industry trends of the top players in the market

qualitative insights into various aspects of the market, key trends, and emerging areas of innovation

quantitative data for mathematical and statistical calculations

Key Market Players and Competition Synopsis

The companies profiled have been selected based on inputs gathered from an analysis of company coverage, product portfolio, and market penetration.

Some prominent names established in this market are:

Canon Inc.

FUJIFILM Corporation

GE Healthcare

Koninklijke Philips N.V.

Samsung

Shimadzu Corporation

Siemens Healthineers

Boston Scientific Corporation

Esaote SPA

Shanghai United Imaging Healthcare Co., Ltd.

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