

# Global Capsule Endoscopy Market Size Study, By Type (Small Bowel Capsule Endoscopy, Esophageal Capsule Endoscopy, Colon Capsule Endoscopy), By Application (OGIB, Crohn's Disease, Small Intestine Tumor), By End-Use (Hospitals, Outpatient Facilities), and Regional Forecasts 2022-2032

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## Abstracts

The global capsule endoscopy market is valued at approximately USD 411.31 million in 2023 and is expected to grow at a healthy CAGR of 7.9% over the forecast period 2024-2032. Capsule endoscopy is an advanced, non-invasive diagnostic technology that utilizes a swallowable, wireless capsule equipped with a miniature camera to capture high-resolution images of the gastrointestinal (GI) tract. The increasing prevalence of gastrointestinal diseases, colorectal cancer, and Crohn's disease, coupled with the growing demand for minimally invasive diagnostic procedures, is propelling the adoption of capsule endoscopy worldwide.

The market is further driven by the introduction of technologically advanced capsule endoscopes, such as magnetically controlled capsules, AI-powered diagnostic tools, and improved battery-operated devices with enhanced imaging capabilities. The integration of artificial intelligence in capsule endoscopy systems has significantly improved the accuracy of detecting lesions and abnormalities, thereby reducing diagnostic errors and enhancing patient outcomes. Additionally, the rising awareness about early disease detection and increasing patient preference for painless and efficient diagnostic methods are contributing to market expansion.

Supportive reimbursement policies and the increasing adoption of capsule endoscopy in hospitals and outpatient facilities are also fueling market growth. Many healthcare

institutions are actively investing in advanced endoscopic technologies to improve their diagnostic capabilities. For instance, in January 2025, CapsoVision received U.S. FDA clearance for its CapsoCam Plus, a wireless capsule endoscopy device approved for use in pediatric patients aged two and above. Such regulatory approvals and innovations are creating lucrative growth opportunities for market players.

The small bowel capsule endoscopy segment dominates the market due to its extensive use in diagnosing obscure gastrointestinal bleeding (OGIB), Crohn's disease, and small intestine tumors. The colon capsule endoscopy segment is projected to grow at the fastest rate during the forecast period, driven by the rising emphasis on colorectal cancer screening and increasing government initiatives to promote early cancer detection. Moreover, the growing aging population, which is more prone to gastrointestinal disorders, is expected to boost demand for capsule endoscopy procedures.

Regionally, North America leads the global capsule endoscopy market, accounting for a significant revenue share in 2024. The region's dominance is attributed to the high prevalence of GI disorders, advanced healthcare infrastructure, and strong presence of key market players. In the U.S., the demand for capsule endoscopy is driven by an increasing preference for minimally invasive diagnostic solutions, alongside favorable insurance reimbursement policies. Meanwhile, the Asia Pacific region is anticipated to witness the fastest growth rate, with China, Japan, and India emerging as key markets. The expansion of healthcare facilities, rising investments in medical technology, and growing patient awareness about non-invasive endoscopy are key factors supporting the growth of capsule endoscopy in this region.

#### Major Market Players Included in This Report:

CapsoVision

Medtronic

Olympus Corporation

AnX Robotics

Check-Cap

RF Co., Ltd.

BioCam

Shangxian Minimal Invasive Inc.

INTROMEDIC

JINSHAN Science & Technology (Group) Co., Ltd.

Given Imaging Ltd.

Fujifilm Holdings Corporation

IntroMedic Co., Ltd.

PENTAX Medical (HOYA Corporation)

Chongqing Jinshan Science & Technology Group Co., Ltd.

The Detailed Segments and Sub-Segments of the Market are Explained Below:

#### By Type

Small Bowel Capsule Endoscopy

Esophageal Capsule Endoscopy

Colon Capsule Endoscopy

Others

#### By Application

OGIB (Obscure Gastrointestinal Bleeding)

Crohn's Disease

Small Intestine Tumor

Others (Celiac Disease, NSAID Reactions)

#### By End-Use

Hospitals

Outpatient Facilities

#### By Region:

##### North America

U.S.

Canada

Mexico

##### Europe

U.K.

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

China

Japan

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

UAE

South Africa

Years Considered for the Study Are as Follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

**Key Takeaways:**

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenue and regional-level analysis for each market segment.

In-depth geographical landscape analysis with country-level insights.

Competitive landscape with company market positioning and revenue share analysis.

Insights into key business strategies and recommendations on future market approaches.

Demand-side and supply-side analysis of the capsule endoscopy market.

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