

Global Colon Screening Market Size Study, By Type (Test, Product), By Product (Colonoscopes, Sigmoidoscopes, CT Scanners, MRI), By End-Use (Hospitals, Outpatient Facilities), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GFE6E6473E64EN.html>

Date: March 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GFE6E6473E64EN

Abstracts

The global colon screening market was valued at approximately USD 16.49 billion in 2023 and is anticipated to grow at a CAGR of 4.39% over the forecast period 2024-2032. The increasing burden of colorectal cancer (CRC) worldwide, the rising adoption of early detection and screening programs, and advancements in screening technologies are key factors propelling market growth. CRC is among the top three most diagnosed cancers globally, accounting for a significant portion of cancer-related deaths. According to the World Cancer Research Fund, over 1.93 million new CRC cases were reported worldwide in 2022. This alarming statistic underscores the urgent need for effective screening techniques that can aid in early detection, which is crucial for improving patient survival rates.

Governments and healthcare organizations worldwide are implementing screening initiatives to encourage early CRC diagnosis. Countries such as the U.S., Canada, the UK, and Japan have launched national screening programs that promote cost-effective, non-invasive screening techniques to enhance participation rates. For example, the U.S. Preventive Services Task Force (USPSTF) recommends CRC screening for individuals aged 45 and above, emphasizing the significance of early intervention in reducing mortality rates. Additionally, technological advancements such as AI-driven colonoscopy tools and at-home testing kits have significantly enhanced detection accuracy and improved patient compliance.

The integration of artificial intelligence (AI) and machine learning (ML) technologies in

colonoscopy procedures has further revolutionized CRC screening. AI-assisted computer-aided detection (CAD) systems are now capable of identifying polyps and abnormalities in real-time, reducing the risk of missed diagnoses. Companies like FUJIFILM and Medtronic are investing in AI-powered diagnostic systems to enhance precision in endoscopic imaging. Additionally, non-invasive tests such as stool DNA-based screenings and liquid biopsies are gaining popularity, offering alternative diagnostic pathways for patients who are hesitant to undergo invasive procedures.

The North American market dominates the global colon screening industry, primarily due to advanced healthcare infrastructure, strong reimbursement policies, and high adoption rates of early screening programs. The U.S. leads the market with its extensive CRC awareness campaigns and favorable insurance coverage for screening tests. Meanwhile, Europe is expected to witness significant growth, driven by government initiatives and advancements in medical technology. The Asia Pacific market is anticipated to experience the fastest growth rate, fueled by rising CRC incidence, increased government investments in healthcare, and growing adoption of AI-driven diagnostics. Emerging markets such as China and India are expected to play a crucial role in shaping the future of CRC screening due to their large patient populations and improving healthcare access.

Major market players included in this report are:

Olympus Corporation

FUJIFILM Holdings Corporation

Medtronic

PENTAX Medical (Hoya Corporation)

Ambu A/S

Baxter (Hillrom & Welch Allyn)

EndoFresh

Bracco

Geneoscopy Inc.

Guardant Health, Inc.

GI Alliance

Cosmo Pharmaceuticals

Exact Sciences Corporation

Boston Scientific Corporation

Daichuan Medical

The detailed segments and sub-segments of the market are explained below:

By Type:

Test

Colonoscopy

Capsule Endoscopy

Imaging Tests

Virtual Colonoscopy

Magnetic Resonance Colonography (MRC)

Others

By Product:

Colonoscopes

Sigmoidoscopes

CT Scanners

Magnetic Resonance Imaging (MRI)

By End-Use:

Hospitals

Outpatient Facilities

By Region:

North America:

U.S.

Canada

Mexico

Europe:

UK

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

South Africa

UAE

Kuwait

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

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

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

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

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

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