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Intra Operative Imaging - Market Insights, Competitive Landscape and Market Forecast-2027

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Abstracts

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Intra Operative Imaging Market By Product Type (Intraoperative CT, Intraoperative MRI, Intraoperative Ultrasound, C-Arm System, Others), By Application (Neurosurgery, Orthopedic & Trauma Surgery, Oncology Surgery, Ent Surgery, Others), By End-User (Hospitals And Ambulatory Surgical Centers), by geography, is projected to grow at a noteworthy CAGR forecast till 2027 owing to the rising volume of complex as well as minimally invasive surgeries across the globe and rising prevalence of orthopedic, neurological, and cardiac disorders, among others

The global intraoperative imaging market was valued at USD 2.10 billion in 2021, growing at a CAGR of 5.68% during the forecast period from 2022 to 2027, to reach USD 2.27 billion by 2027. The increase in demand for intraoperative imaging is primarily due to the rising prevalence of various disorders such as spine disorders, neurological disorders, cardiac disorders, and others that require surgery as one of the treatments. In addition, an increase in surgical volume, growing approval and product launches of various intraoperative imaging systems, and technological advancement in the product arena, among others are expected to propel the global intraoperative imaging market during the forecasted period.

Intra Operative Imaging Market Dynamics:

The market for intraoperative imaging is gaining pace at present owing to the increase in the prevalence of various disorders such as orthopedic disorders, cancer, neurological disorders, and others. For instance, according to the data published by the World Health Organization (WHO) in the year 2021, approximately 1.7 billion people

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have musculoskeletal disorders such as osteoarthritis, rheumatoid arthritis, osteopenia, and associated fragility fractures, traumatic fractures, among others in the year 2019.

In addition, the rise in neurological disorders such as pituitary tumors, dystonia, brain tumor, gliomas, and others where intraoperative imaging is required to assist in surgery would also contribute to the global market for such imaging equipment. For instance, as per the statistic published by the GLOBOCAN directory in the year 2020, an estimated 3, 08,102 new brain and central nervous system cancer cases were reported across the globe in the year 2020. Thus, the increasing burden of various disorders would contribute to the market for intraoperative imaging due to the benefit offered by the equipment in maximizing the extent of resection in patients with high-grade glioma. In addition, the intra-operative imaging technologies reduced the number of surgical revisions for incorrect positioning for all spine procedures and also reduce the operating time.

Also, technological advances such as higher resolution imaging, 3D imaging, and the emergence of portable/hand a held based intraoperative imaging systems, and the incorporation of robotics, among others that have allowed practitioners for carrying out more effective and accurate surgeries are also anticipated to increase the demand for intraoperative imaging systems. For instance, on February 22, 2021, Brainlab AG received FDA clearance for Loop-X, the first fully robotic intraoperative imaging device.

Hence, all the aforementioned factors are expected to augment the global market for intraoperative imaging.

However, the high cost of the intraoperative machine and stringent regulatory approval process for these systems are likely to impede the market for intra-operative imaging.

Also, the unprecedented COVID-19 pandemic had a substantial effect on the intraoperative imaging market. This is due to the stringent guidelines implemented by various governments across the globe, delays in various elective surgeries, halt in manufacturing facilities, among others have also slowed down the market for intraoperative imaging. However, the global launch of different vaccines and implementation of a mass vaccination drive is expected to normalize the market growth in the post-pandemic situation.

Intra Operative Imaging Market Segment Analysis:

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Intra Operative Imaging Market by Product Type (Intraoperative CT, Intraoperative MRI, Intraoperative Ultrasound, C-Arm System, Others), By Application (Neurosurgery, Orthopedic & Trauma Surgery, Oncology Surgery, ENT Surgery, Others), By End-User (Hospitals and Ambulatory Surgical Centres), and By Geography (North America, Europe, Asia-Pacific, and Rest of the World).

In the Intra Operative Imaging sequencing type segment, the intraoperative CT is anticipated to hold a significant market share during the forecasted period. This is owing to the wide application of the system such as in reconstruction surgery, neurovascular surgery, spinal surgery, among others. Moreover, benefits associated with intraoperative CT like enhanced patient safety, smooth navigation during the workflow, and a reasonable cost-benefit ratio, among others could also increase their demand.

In addition, an increase in reconstructive surgeries which includes birth defects, breast reconstruction surgeries, maxillofacial surgeries, and others would also contribute to the segmental growth of the intraoperative imaging market.

For instance, according to the statistics published by the American Society of Plastic Surgeons in the year 2020, a total of 6,878,486 reconstructive procedures were performed in the US out of which 256,085 were maxillofacial surgery which increased by 23% from the year 2019.

Thus, rising such surgical procedures could benefit the segmental growth as intraoperative computed tomography (CT) provides surgeons with real-time feedback during maxillofacial trauma and reconstructive surgery.

Furthermore, shifting key players' focus on developing intraoperative CT systems for pediatric patients is also expected to surge the segmental market. For instance, in the year 2018, Mobius Imaging, LLC (Stryker), received 510(k) clearance for its Airo® Mobile CT Imaging System for pediatric applications.

Hence, all the aforementioned factors are projected to bolster the demand for intraoperative CT systems in the upcoming years.

North America is expected to dominate the overall Intraoperative Imaging Market:

Among all the regions, North America is expected to occupy a major share in the overall intraoperative imaging market during the forecasted period. This domination is owing to the rising burden of the population in the region suffering from various disorders that

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require surgical intervention as treatment. Furthermore, the rapidly growing old-age population in the country in comparison to previous years is also a factor contributing to the rising market for intra-operative imaging. In addition, the presence of a proper reimbursement policy for intra-operative surgeries along with advanced and well-established healthcare infrastructure, among others will spur the market for intraoperative imaging.

For instance, according to the Centres for Disease Control and Prevention 2021 data, approximately 6.7% (18.1 million) of the population aged 20 and older have coronary artery disease. Additionally, as per the 2017 data published by the Government of Canada, 2.4 million Canadian adults age 20 and over live with diagnosed heart disease.

Moreover, as per the data published by the World Bank Group 2022, approximately 54,796,260 (17%) people in the US were aged 65 years and above. Thus, the rising geriatric population coupled with the growing prevalence of various chronic disorders could be a potential factor for augmenting the intra-operative imaging market in the region.

Additionally, the presence of key players such as Medtronic, GE Healthcare, among others actively manufacturing intraoperative imaging systems, and their strategic business activities such as collaborations, acquisitions, product launch, and approval, among others are also expected to drive the regional market. For instance, on March 02, 2020, Novadaq Technologies (now a part of Stryker) received FDA clearance for SPY Elite Intraoperative perfusion Assessment System, indicated for fluorescence imaging of blood flow and tissue perfusion before, during, and after vascular, gastrointestinal, organ transplant, and plastic, micro-and reconstructive surgeries.

Thus, all the above-mentioned factors would contribute to the regional market for intra-operative imaging.

Additionally, the Asia-Pacific region has the future potential for the intraoperative imaging market during the forecasted period. This is due to the rising surgical volumes in the region which may require intraoperative imaging for effective and improved results thereby leading the market. For instance, as per the data published by the Australian Government in the year 2019, approximately 24% of hospitalizations involved surgery which accounted for 2.7 million surgeries in the nation in the year between 2017-2018. Moreover, developing healthcare infrastructure in the countries of the region and the prevalence of neurological, cardiovascular, and orthopedic disorders, among others is anticipated to increase the adoption of advanced intraoperative imaging

solutions in the region, therefore contributing to the market growth for intraoperative imaging during the forecasted period.

Intra Operative Imaging Market Key Players:

Some of the key market players operating in the Intra Operative Imaging market include General Electric Company, Siemens Healthcare GmbH, Ziehm Imaging GmbH, Medtronic, Koninklijke Philips N.V., Stryker, Brainlab AG, NeuroLogica Corp., Shimadzu Corporation, DMS Imaging, Hologic, Inc., Eurocolumbus srl., IMRIS, FUJIFILM Holdings, Carl Zeiss Meditec AG, Globus Medical, Inc., Activ Surgical, BPL Medical Technologies, SternMed GmbH, AADCO Medical, Inc., and others.

Recent Developmental Activities in the Intraoperative Imaging Market:

In December 2021, GE Healthcare completed the acquisition of BK Medical, an innovator in global intraoperative imaging and surgical navigation, used to guide clinicians during minimally invasive and robotic surgeries and to visualize deep tissue during procedures in neuro and abdominal surgery, and in ultrasound urology.

In August 2021, Globus Medical, Inc., a leading musculoskeletal solutions company was granted 510(k) clearance by the US Food and Drug Administration (FDA) for Excelsius3D™, an intelligent intraoperative 3-in-1 imaging system.

In April 2021, Activ Surgical received FDA 510(k) clearance for ActivSight, an intraoperative imaging module for enhanced surgical visualization.

Key Takeaways from the Intra Operative Imaging Market Report Study

Market size analysis for current market size (2021), and market forecast for 5 years (2022-2027)

The effect of the COVID-19 pandemic on this market is significant. To capture and analyse suitable indicators, our experts are closely watching the Intra Operative Imaging market.

Top key product/services/technology developments, merger, acquisition,

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partnership, joint venture happened for last 3 years

Key companies dominating the Global Intra Operative Imaging Market.

Various opportunities available for the other competitor in the Intra Operative Imaging Market space.

What are the top-performing segments in 2021? How these segments will perform in 2027.

Which are the top-performing regions and countries in the current market scenario?

Which are the regions and countries where companies should have concentrated on opportunities for Intra Operative Imaging market growth in the coming future?

Target Audience who can be benefited from the Intra Operative Imaging Market Report Study

Intra Operative Imaging providers

Research organizations and consulting companies

Intra Operative Imaging-related organization, association, forum, and other alliances

Government and corporate offices

Start-up companies, venture capitalists, and private equity firms

Distributors and Traders in Intra Operative Imaging

Various End-users who want to know more about the Intra Operative Imaging Market and the latest technological developments in the Intra Operative Imaging market.

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Frequently Asked Questions for the Intraoperative Imaging Market:

1. What is Intra Operative Imaging?

Intra operating imaging systems offer real-time monitoring during surgery, thereby helping surgeons in reducing the procedure time as well as chances of errors. These imaging systems have revolutionized conventional surgical techniques by providing precise treatment guidance to ensure the safety of vital structures while maintaining the best outcome for patients. Various imaging techniques such as ultrasound, MRI, and others could be used as intraoperative imaging systems.

2. What is the market for Global Intra Operative Imaging?

The global intraoperative imaging market was valued at USD 2.10 billion in 2021, growing at a CAGR of 5.68% during the forecast period from 2022 to 2027, to reach USD 2.27 billion by 2027.

3. What are the drivers for the Global Intra Operative Imaging?

The major factors driving the demand for Intra Operative Imaging are the growing burden of various disorders such as spine disorders, neurological disorders, cardiac disorders, and others that require surgery as one of the treatments. Furthermore, the rise in surgical volume, increase in approval and product launches of various intraoperative imaging systems, and technological advancement in the product arena, among others are expected to propel the global intraoperative imaging market during the forecasted period.

4. What are the key players operating in Global Intra Operative Imaging?

Some of the key market players operating in the Intra Operative Imaging market include General Electric Company, Siemens Healthcare GmbH, Ziehm Imaging GmbH, Medtronic, Koninklijke Philips N.V., Stryker, Brainlab AG, NeuroLogica Corp., Shimadzu Corporation, DMS Imaging, Hologic, Inc., Eurocolumbus srl., IMRIS, FUJIFILM Holdings, Carl Zeiss Meditec AG, Globus Medical, Inc., Activ Surgical, BPL Medical Technologies, SternMed GmbH, AADCO Medical, Inc., and others.

5. Which region has the highest share in the Intra Operative Imaging market?

Among all the regions, North America is expected to occupy a major share in the overall

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intraoperative imaging market during the forecasted period, 2022-2027. This domination is owing to the rising burden of the population in the region suffering from various disorders that require surgical intervention as treatment. Furthermore, the rapidly growing old-age population in the country in comparison to previous years is also a factor contributing to the rising market for intra-operative imaging. In addition, the presence of a proper reimbursement policy for intra-operative surgeries along with advanced and well-established healthcare infrastructure, among others will spur the market for intraoperative imaging.

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