

# Global IVUS-OCT Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global IVUS-OCT market size is expected to reach \$ 124 million by 2032, rising at a market growth of 19.4% CAGR during the forecast period (2026-2032).

IVUS-OCT is a medical device that combines intravascular ultrasound imaging (IVUS) and optical coherence tomography (OCT) for image acquisition and diagnosis within blood vessels.

IVUS and OCT are two commonly used vascular imaging techniques that provide high-resolution images of vascular structure and dynamic data, helping physicians assess vascular lesions, the degree of stenosis, and procedures such as stent placement. Combining IVUS and OCT in a single device allows for the simultaneous acquisition of the advantages of both imaging modalities, providing a more comprehensive vascular assessment and diagnostic capability.

On the supply side, global production is highly concentrated in China and the United States, with no meaningful output from other regions through 2031. In the initial commercialization phase, U.S. output accounted for 100% of production value and units in 2020-2021, but from 2022 onward Chinese manufacturing rapidly became dominant as Panovision and other domestic hybrid IVUS-OCT platforms moved from registration into scaled deployment. By 2025, China contributed over 90% of global production value and units, while the U.S. share fell to mid-single digits. Looking forward, the model assumes that U.S. and other ex-China roll-outs accelerate from 2026, so that by 2031 China still retains roughly two-thirds of global production value and volume, but the U.S. share rises to around one-third, and ?Rest of World? remains marginal.

The competitive landscape is narrow and technology-intensive. Over the historical window 2020-2025, essentially all commercial production is attributed to six manufacturers: Conavi Medical Inc (Canada), Grand Pharmaceutical, Panovision, Terumo, Horimed Technology Co., Ltd and InnerMedical Co., Ltd. The Chinese players collectively dominate global unit output and production value, leveraging local

manufacturing, regulatory approval by NMPA and bundling strategies in high-value consumable tenders, while Conavi and Terumo act as the leading non-Chinese innovators with footprints in North America, Japan and selected international markets. Market share tables and price curves for 2020-2025 confirm a highly concentrated structure with limited new entrants and no meaningful contribution from general imaging OEMs or catheter OEMs without their own console platforms.

Overall, the research supports a conclusion that hybrid IVUS-OCT will remain a fast-growing but structurally niche segment of the global cardiovascular device market through 2031. The technology will be concentrated in high-volume cath labs and complex PCI centers, with China and the U.S./Canada accounting for the vast majority of installations and revenue, and a small group of specialized manufacturers capturing most of the value.

This report studies the global IVUS-OCT production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for IVUS-OCT and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of IVUS-OCT that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global IVUS-OCT total production and demand, 2021-2032, (Units)

Global IVUS-OCT total production value, 2021-2032, (USD Million)

Global IVUS-OCT production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global IVUS-OCT consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: IVUS-OCT domestic production, consumption, key domestic manufacturers and share

Global IVUS-OCT production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global IVUS-OCT production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global IVUS-OCT production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global IVUS-OCT market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Panovision Medical, Conavi Medical, Grand Pharmaceutical, Horimed Care, Terumo, InnerMedical, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World IVUS-OCT market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global IVUS-OCT Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global IVUS-OCT Market, Segmentation by Type:

36 mm/s Retraction Speed

25 mm/s Retraction Speed

10 mm/s Retraction Speed

Others

## Global IVUS-OCT Market, Segmentation by Application:

Public Hospitals

Private Hospitals

## Companies Profiled:

Panovision Medical

Conavi Medical

Grand Pharmaceutical

Horimed Care

Terumo

InnerMedical

## Key Questions Answered:

1. How big is the global IVUS-OCT market?
2. What is the demand of the global IVUS-OCT market?
3. What is the year over year growth of the global IVUS-OCT market?
4. What is the production and production value of the global IVUS-OCT market?
5. Who are the key producers in the global IVUS-OCT market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 IVUS-OCT Introduction
- 1.2 World IVUS-OCT Supply & Forecast
  - 1.2.1 World IVUS-OCT Production Value (2021 & 2025 & 2032)
  - 1.2.2 World IVUS-OCT Production (2021-2032)
  - 1.2.3 World IVUS-OCT Pricing Trends (2021-2032)
- 1.3 World IVUS-OCT Production by Region (Based on Production Site)
  - 1.3.1 World IVUS-OCT Production Value by Region (2021-2032)
  - 1.3.2 World IVUS-OCT Production by Region (2021-2032)
  - 1.3.3 World IVUS-OCT Average Price by Region (2021-2032)
  - 1.3.4 USA IVUS-OCT Production (2021-2032)
  - 1.3.5 China IVUS-OCT Production (2021-2032)
  - 1.3.6 Japan IVUS-OCT Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 IVUS-OCT Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 IVUS-OCT Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World IVUS-OCT Demand (2021-2032)
- 2.2 World IVUS-OCT Consumption by Region
  - 2.2.1 World IVUS-OCT Consumption by Region (2021-2026)
  - 2.2.2 World IVUS-OCT Consumption Forecast by Region (2027-2032)
- 2.3 United States IVUS-OCT Consumption (2021-2032)
- 2.4 China IVUS-OCT Consumption (2021-2032)
- 2.5 Europe IVUS-OCT Consumption (2021-2032)
- 2.6 Japan IVUS-OCT Consumption (2021-2032)
- 2.7 South Korea IVUS-OCT Consumption (2021-2032)
- 2.8 ASEAN IVUS-OCT Consumption (2021-2032)
- 2.9 India IVUS-OCT Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World IVUS-OCT Production Value by Manufacturer (2021-2026)
- 3.2 World IVUS-OCT Production by Manufacturer (2021-2026)

- 3.3 World IVUS-OCT Average Price by Manufacturer (2021-2026)
- 3.4 IVUS-OCT Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global IVUS-OCT Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for IVUS-OCT in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for IVUS-OCT in 2025
- 3.6 IVUS-OCT Market: Overall Company Footprint Analysis
  - 3.6.1 IVUS-OCT Market: Region Footprint
  - 3.6.2 IVUS-OCT Market: Company Product Type Footprint
  - 3.6.3 IVUS-OCT Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: IVUS-OCT Production Value Comparison
  - 4.1.1 United States VS China: IVUS-OCT Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: IVUS-OCT Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: IVUS-OCT Production Comparison
  - 4.2.1 United States VS China: IVUS-OCT Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: IVUS-OCT Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: IVUS-OCT Consumption Comparison
  - 4.3.1 United States VS China: IVUS-OCT Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: IVUS-OCT Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based IVUS-OCT Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based IVUS-OCT Manufacturers, Headquarters and Production Site (States, Country)
  - 4.4.2 United States Based Manufacturers IVUS-OCT Production Value (2021-2026)
  - 4.4.3 United States Based Manufacturers IVUS-OCT Production (2021-2026)

#### 4.5 China Based IVUS-OCT Manufacturers and Market Share

4.5.1 China Based IVUS-OCT Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers IVUS-OCT Production Value (2021-2026)

4.5.3 China Based Manufacturers IVUS-OCT Production (2021-2026)

#### 4.6 Rest of World Based IVUS-OCT Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based IVUS-OCT Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers IVUS-OCT Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers IVUS-OCT Production (2021-2026)

### 5 MARKET ANALYSIS BY TYPE

#### 5.1 World IVUS-OCT Market Size Overview by Type: 2021 VS 2025 VS 2032

#### 5.2 Segment Introduction by Type

5.2.1 36 mm/s Retraction Speed

5.2.2 25 mm/s Retraction Speed

5.2.3 10 mm/s Retraction Speed

5.2.4 Others

#### 5.3 Market Segment by Type

5.3.1 World IVUS-OCT Production by Type (2021-2032)

5.3.2 World IVUS-OCT Production Value by Type (2021-2032)

5.3.3 World IVUS-OCT Average Price by Type (2021-2032)

### 6 MARKET ANALYSIS BY APPLICATION

#### 6.1 World IVUS-OCT Market Size Overview by Application: 2021 VS 2025 VS 2032

#### 6.2 Segment Introduction by Application

6.2.1 Public Hospitals

6.2.2 Private Hospitals

#### 6.3 Market Segment by Application

6.3.1 World IVUS-OCT Production by Application (2021-2032)

6.3.2 World IVUS-OCT Production Value by Application (2021-2032)

6.3.3 World IVUS-OCT Average Price by Application (2021-2032)

### 7 COMPANY PROFILES

#### 7.1 Panovision Medical

7.1.1 Panovision Medical Details

- 7.1.2 Panovision Medical Major Business
- 7.1.3 Panovision Medical IVUS-OCT Product and Services
- 7.1.4 Panovision Medical IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 7.1.5 Panovision Medical Recent Developments/Updates
- 7.1.6 Panovision Medical Competitive Strengths & Weaknesses
- 7.2 Conavi Medical
  - 7.2.1 Conavi Medical Details
  - 7.2.2 Conavi Medical Major Business
  - 7.2.3 Conavi Medical IVUS-OCT Product and Services
  - 7.2.4 Conavi Medical IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.2.5 Conavi Medical Recent Developments/Updates
  - 7.2.6 Conavi Medical Competitive Strengths & Weaknesses
- 7.3 Grand Pharmaceutical
  - 7.3.1 Grand Pharmaceutical Details
  - 7.3.2 Grand Pharmaceutical Major Business
  - 7.3.3 Grand Pharmaceutical IVUS-OCT Product and Services
  - 7.3.4 Grand Pharmaceutical IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.3.5 Grand Pharmaceutical Recent Developments/Updates
  - 7.3.6 Grand Pharmaceutical Competitive Strengths & Weaknesses
- 7.4 Horimed Care
  - 7.4.1 Horimed Care Details
  - 7.4.2 Horimed Care Major Business
  - 7.4.3 Horimed Care IVUS-OCT Product and Services
  - 7.4.4 Horimed Care IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.4.5 Horimed Care Recent Developments/Updates
  - 7.4.6 Horimed Care Competitive Strengths & Weaknesses
- 7.5 Terumo
  - 7.5.1 Terumo Details
  - 7.5.2 Terumo Major Business
  - 7.5.3 Terumo IVUS-OCT Product and Services
  - 7.5.4 Terumo IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.5.5 Terumo Recent Developments/Updates
  - 7.5.6 Terumo Competitive Strengths & Weaknesses
- 7.6 InnerMedical

- 7.6.1 InnerMedical Details
- 7.6.2 InnerMedical Major Business
- 7.6.3 InnerMedical IVUS-OCT Product and Services
- 7.6.4 InnerMedical IVUS-OCT Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 7.6.5 InnerMedical Recent Developments/Updates
- 7.6.6 InnerMedical Competitive Strengths & Weaknesses

## **8 INDUSTRY CHAIN ANALYSIS**

- 8.1 IVUS-OCT Industry Chain
- 8.2 IVUS-OCT Upstream Analysis
  - 8.2.1 IVUS-OCT Core Raw Materials
  - 8.2.2 Main Manufacturers of IVUS-OCT Core Raw Materials
- 8.3 Midstream Analysis
- 8.4 Downstream Analysis
- 8.5 IVUS-OCT Production Mode
- 8.6 IVUS-OCT Procurement Model
- 8.7 IVUS-OCT Industry Sales Model and Sales Channels
  - 8.7.1 IVUS-OCT Sales Model
  - 8.7.2 IVUS-OCT Typical Distributors

## **9 RESEARCH FINDINGS AND CONCLUSION**

## **10 APPENDIX**

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World IVUS-OCT Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World IVUS-OCT Production Value by Region (2021-2026) & (USD Million)
- Table 3. World IVUS-OCT Production Value by Region (2027-2032) & (USD Million)
- Table 4. World IVUS-OCT Production Value Market Share by Region (2021-2026)
- Table 5. World IVUS-OCT Production Value Market Share by Region (2027-2032)
- Table 6. World IVUS-OCT Production by Region (2021-2026) & (Units)
- Table 7. World IVUS-OCT Production by Region (2027-2032) & (Units)
- Table 8. World IVUS-OCT Production Market Share by Region (2021-2026)
- Table 9. World IVUS-OCT Production Market Share by Region (2027-2032)
- Table 10. World IVUS-OCT Average Price by Region (2021-2026) & (K US\$/Unit)
- Table 11. World IVUS-OCT Average Price by Region (2027-2032) & (K US\$/Unit)
- Table 12. IVUS-OCT Major Market Trends
- Table 13. World IVUS-OCT Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Units)
- Table 14. World IVUS-OCT Consumption by Region (2021-2026) & (Units)
- Table 15. World IVUS-OCT Consumption Forecast by Region (2027-2032) & (Units)
- Table 16. World IVUS-OCT Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key IVUS-OCT Producers in 2025
- Table 18. World IVUS-OCT Production by Manufacturer (2021-2026) & (Units)
- Table 19. Production Market Share of Key IVUS-OCT Producers in 2025
- Table 20. World IVUS-OCT Average Price by Manufacturer (2021-2026) & (K US\$/Unit)
- Table 21. Global IVUS-OCT Company Evaluation Quadrant
- Table 22. World IVUS-OCT Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and IVUS-OCT Production Site of Key Manufacturer
- Table 24. IVUS-OCT Market: Company Product Type Footprint
- Table 25. IVUS-OCT Market: Company Product Application Footprint
- Table 26. IVUS-OCT Competitive Factors
- Table 27. IVUS-OCT New Entrant and Capacity Expansion Plans
- Table 28. IVUS-OCT Mergers & Acquisitions Activity
- Table 29. United States VS China IVUS-OCT Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China IVUS-OCT Production Comparison, (2021 & 2025 &

2032) & (Units)

Table 31. United States VS China IVUS-OCT Consumption Comparison, (2021 & 2025 & 2032) & (Units)

Table 32. United States Based IVUS-OCT Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers IVUS-OCT Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers IVUS-OCT Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers IVUS-OCT Production (2021-2026) & (Units)

Table 36. United States Based Manufacturers IVUS-OCT Production Market Share (2021-2026)

Table 37. China Based IVUS-OCT Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers IVUS-OCT Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers IVUS-OCT Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers IVUS-OCT Production, (2021-2026) & (Units)

Table 41. China Based Manufacturers IVUS-OCT Production Market Share (2021-2026)

Table 42. Rest of World Based IVUS-OCT Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers IVUS-OCT Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers IVUS-OCT Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers IVUS-OCT Production, (2021-2026) & (Units)

Table 46. Rest of World Based Manufacturers IVUS-OCT Production Market Share (2021-2026)

Table 47. World IVUS-OCT Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World IVUS-OCT Production by Type (2021-2026) & (Units)

Table 49. World IVUS-OCT Production by Type (2027-2032) & (Units)

Table 50. World IVUS-OCT Production Value by Type (2021-2026) & (USD Million)

Table 51. World IVUS-OCT Production Value by Type (2027-2032) & (USD Million)

Table 52. World IVUS-OCT Average Price by Type (2021-2026) & (K US\$/Unit)

Table 53. World IVUS-OCT Average Price by Type (2027-2032) & (K US\$/Unit)

Table 54. World IVUS-OCT Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 55. World IVUS-OCT Production by Application (2021-2026) & (Units)

Table 56. World IVUS-OCT Production by Application (2027-2032) & (Units)

Table 57. World IVUS-OCT Production Value by Application (2021-2026) & (USD Million)

Table 58. World IVUS-OCT Production Value by Application (2027-2032) & (USD Million)

Table 59. World IVUS-OCT Average Price by Application (2021-2026) & (K US\$/Unit)

Table 60. World IVUS-OCT Average Price by Application (2027-2032) & (K US\$/Unit)

Table 61. Panovision Medical Basic Information, Manufacturing Base and Competitors

Table 62. Panovision Medical Major Business

Table 63. Panovision Medical IVUS-OCT Product and Services

Table 64. Panovision Medical IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Panovision Medical Recent Developments/Updates

Table 66. Panovision Medical Competitive Strengths & Weaknesses

Table 67. Conavi Medical Basic Information, Manufacturing Base and Competitors

Table 68. Conavi Medical Major Business

Table 69. Conavi Medical IVUS-OCT Product and Services

Table 70. Conavi Medical IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 71. Conavi Medical Recent Developments/Updates

Table 72. Conavi Medical Competitive Strengths & Weaknesses

Table 73. Grand Pharmaceutical Basic Information, Manufacturing Base and Competitors

Table 74. Grand Pharmaceutical Major Business

Table 75. Grand Pharmaceutical IVUS-OCT Product and Services

Table 76. Grand Pharmaceutical IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 77. Grand Pharmaceutical Recent Developments/Updates

Table 78. Grand Pharmaceutical Competitive Strengths & Weaknesses

Table 79. Horimed Care Basic Information, Manufacturing Base and Competitors

Table 80. Horimed Care Major Business

Table 81. Horimed Care IVUS-OCT Product and Services

Table 82. Horimed Care IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 83. Horimed Care Recent Developments/Updates

Table 84. Horimed Care Competitive Strengths & Weaknesses

- Table 85. Terumo Basic Information, Manufacturing Base and Competitors
- Table 86. Terumo Major Business
- Table 87. Terumo IVUS-OCT Product and Services
- Table 88. Terumo IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 89. Terumo Recent Developments/Updates
- Table 90. Terumo Competitive Strengths & Weaknesses
- Table 91. InnerMedical Basic Information, Manufacturing Base and Competitors
- Table 92. InnerMedical Major Business
- Table 93. InnerMedical IVUS-OCT Product and Services
- Table 94. InnerMedical IVUS-OCT Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. InnerMedical Recent Developments/Updates
- Table 96. InnerMedical Competitive Strengths & Weaknesses
- Table 97. Global Key Players of IVUS-OCT Upstream (Raw Materials)
- Table 98. Global IVUS-OCT Typical Customers
- Table 99. IVUS-OCT Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. IVUS-OCT Picture

Figure 2. World IVUS-OCT Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World IVUS-OCT Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World IVUS-OCT Production (2021-2032) & (Units)

Figure 5. World IVUS-OCT Average Price (2021-2032) & (K US\$/Unit)

Figure 6. World IVUS-OCT Production Value Market Share by Region (2021-2032)

Figure 7. World IVUS-OCT Production Market Share by Region (2021-2032)

Figure 8. USA IVUS-OCT Production (2021-2032) & (Units)

Figure 9. China IVUS-OCT Production (2021-2032) & (Units)

Figure 10. Japan IVUS-OCT Production (2021-2032) & (Units)

Figure 11. IVUS-OCT Market Drivers

Figure 12. Factors Affecting Demand

Figure 13. World IVUS-OCT Consumption (2021-2032) & (Units)

Figure 14. World IVUS-OCT Consumption Market Share by Region (2021-2032)

Figure 15. United States IVUS-OCT Consumption (2021-2032) & (Units)

Figure 16. China IVUS-OCT Consumption (2021-2032) & (Units)

Figure 17. Europe IVUS-OCT Consumption (2021-2032) & (Units)

Figure 18. Japan IVUS-OCT Consumption (2021-2032) & (Units)

Figure 19. South Korea IVUS-OCT Consumption (2021-2032) & (Units)

Figure 20. ASEAN IVUS-OCT Consumption (2021-2032) & (Units)

Figure 21. India IVUS-OCT Consumption (2021-2032) & (Units)

Figure 22. Producer Shipments of IVUS-OCT by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 23. Global Four-firm Concentration Ratios (CR4) for IVUS-OCT Markets in 2025

Figure 24. Global Four-firm Concentration Ratios (CR8) for IVUS-OCT Markets in 2025

Figure 25. United States VS China: IVUS-OCT Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 26. United States VS China: IVUS-OCT Production Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: IVUS-OCT Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States Based Manufacturers IVUS-OCT Production Market Share 2025

Figure 29. China Based Manufacturers IVUS-OCT Production Market Share 2025

Figure 30. Rest of World Based Manufacturers IVUS-OCT Production Market Share

2025

Figure 31. World IVUS-OCT Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 32. World IVUS-OCT Production Value Market Share by Type in 2025

Figure 33. 36 mm/s Retraction Speed

Figure 34. 25 mm/s Retraction Speed

Figure 35. 10 mm/s Retraction Speed

Figure 36. Others

Figure 37. World IVUS-OCT Production Market Share by Type (2021-2032)

Figure 38. World IVUS-OCT Production Value Market Share by Type (2021-2032)

Figure 39. World IVUS-OCT Average Price by Type (2021-2032) & (K US\$/Unit)

Figure 40. 1

Figure 41. World IVUS-OCT Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 42. World IVUS-OCT Production Value Market Share by Application in 2025

Figure 43. Public Hospitals

Figure 44. Private Hospitals

Figure 45. World IVUS-OCT Production Market Share by Application (2021-2032)

Figure 46. World IVUS-OCT Production Value Market Share by Application (2021-2032)

Figure 47. World IVUS-OCT Average Price by Application (2021-2032) & (K US\$/Unit)

Figure 48. IVUS-OCT Industry Chain

Figure 49. IVUS-OCT Procurement Model

Figure 50. IVUS-OCT Sales Model

Figure 51. IVUS-OCT Sales Channels, Direct Sales, and Distribution

Figure 52. Methodology

Figure 53. Research Process and Data Source

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