

Global OR Video Management System Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global OR Video Management System market size is expected to reach \$ 2453 million by 2032, rising at a market growth of 12.9% CAGR during the forecast period (2026-2032).

The Operating Room Video Management System (VMS) is the 'visual nerve center' of an integrated operating room. Through a centralized hardware and software platform, it unifies the acquisition, switching, display, recording, and remote transmission of various image sources within the operating room (such as endoscopes, surgical field cameras, panoramic cameras, C-arm machines, etc.).

Upstream includes camera systems, medical displays, encoding and transmission devices, storage systems, network communication modules, and software platforms, spanning video processing, networking, and healthcare IT technologies. The supply chain is relatively mature, but the system requires high stability and low latency performance. Downstream is centered on hospitals, particularly tertiary hospitals, large general hospitals, and specialty institutions, while teaching hospitals and telemedicine centers are experiencing rapid demand growth. From a downstream perspective, demand focuses on enhancing surgical visualization and management efficiency. The system enables centralized control of multiple video sources, full procedure recording, and cross-departmental sharing, improving surgical safety and quality control, while also playing a key role in medical education, case review, and remote consultation. It is increasingly becoming a standard component in hospital digitalization upgrades.

The industry is evolving toward higher resolution, networked, and platform-based solutions. Systems are transitioning from simple recording tools to comprehensive video management platforms, supporting 4K and higher resolution imaging, low-latency

transmission, and multi-terminal access, while integrating deeply with hospital information systems. Key drivers include the advancement of healthcare digitalization, growing demand for telemedicine and medical education, and increasing requirements for refined hospital management. In particular, under multi-site hospital collaboration and healthcare resource sharing initiatives, video systems serve as critical infrastructure. The growing reliance on imaging in minimally invasive surgery further strengthens demand. Constraints include high system deployment and upgrade costs, interoperability challenges among different vendors, and increasing requirements for data security and privacy compliance, while smaller hospitals may have limited investment capacity.

In terms of profitability, operating room video management systems are positioned as mid-to-high value healthcare IT products, typically achieving gross margins in the range of 30% to 50%, with software platforms and system integration contributing a larger share of profits. Standardized hardware faces stronger competition, while companies with comprehensive solution capabilities and ongoing service offerings are better positioned to maintain higher margins. The project-based nature means revenue and profitability depend on hospital size, system complexity, and customization needs, while post-deployment services such as maintenance, upgrades, and data-related services provide recurring income. As healthcare digitalization deepens, profit concentration is gradually shifting toward companies with strong platform and ecosystem integration capabilities.

This report studies the global OR Video Management System demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for OR Video Management System, 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 OR Video Management System that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global OR Video Management System total market, 2021-2032, (USD Million)

Global OR Video Management System total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: OR Video Management System total market, key domestic companies, and share, (USD Million)

Global OR Video Management System revenue by player, revenue and market share

2021-2026, (USD Million)

Global OR Video Management System total market by Type, CAGR, 2021-2032, (USD Million)

Global OR Video Management System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global OR Video Management System market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Stryker, KARL STORZ, Olympus, Getinge, Barco, Sony, EIZO, Richard Wolf, Surgiris, Advantech, 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 OR Video Management System market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, 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 OR Video Management System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global OR Video Management System Market, Segmentation by Type:

IP-Based Digital Architecture

Traditional AV Matrix Architecture

Global OR Video Management System Market, Segmentation by Image Source Type:

Single-Source Audio/Video

Multi-Source Video Fusion

Global OR Video Management System Market, Segmentation by Deployment Method:

Local Embedded

Server-Centric

Cloud-Edge Collaborative

Global OR Video Management System Market, Segmentation by Application:

Clinical Surgical Collaboration and Decision-Making

Live Surgical Demonstration and Academic Conferences

Digital Archiving

Companies Profiled:

Stryker

KARL STORZ

Olympus

Getinge

Barco

Sony

EIZO

Richard Wolf

Surgiris

Advantech

Rein Medical

TEAC

TIMS Medical

Brainlab

Proximie

caresyntax

Medtronic

Intuitive

STERIS

Brandon Medical

MVS

IMEDTAC

Suzhou MedicalSystem Technology

Key Questions Answered

1. How big is the global OR Video Management System market?
2. What is the demand of the global OR Video Management System market?
3. What is the year over year growth of the global OR Video Management System market?
4. What is the total value of the global OR Video Management System market?
5. Who are the Major Players in the global OR Video Management System market?
6. What are the growth factors driving the market demand?

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