

Global Transnasal Endoscopy Guidance Devices Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Transnasal Endoscopy Guidance Devices market size was valued at US\$ 192 million in 2025 and is forecast to a readjusted size of US\$ 337 million by 2032 with a CAGR of 8.4% during review period.

Transnasal Endoscopy Guidance Devices refer to specialized endoscopy systems designed for upper gastrointestinal visualization via transnasal insertion, typically without the need for sedation or general anesthesia. Unlike conventional sedated endoscopy performed in ambulatory procedural suites, transnasal endoscopy utilizes ultra-thin, flexible gastroscopes (typically 4-6mm diameter) that can be inserted through the nasal passage, enabling office-based procedures with faster recovery times and reduced resource utilization. These devices are particularly valuable for pediatric patients, patients requiring frequent monitoring for conditions such as eosinophilic esophagitis (EoE), Barrett's esophagus, and celiac disease, as well as adults with contraindications to sedation. The market is characterized by the emergence of single-use, sterile endoscope systems that eliminate cross-contamination risks and costly reprocessing. Key technologies include ultra-thin endoscope design, high-definition imaging sensors, compact portable video controllers, and patient distraction tools such as virtual reality goggles. From a value chain perspective, upstream includes CMOS image sensor suppliers, LED illumination component manufacturers, flexible tube and bending section fabricators, and video processor component suppliers; midstream involves endoscope assembly, system integration, sterilization packaging, and regulatory certification (FDA 510(k), CE Mark); downstream demand spans hospital gastroenterology departments, ambulatory surgical centers, office-based endoscopy clinics, and pediatric specialty centers. In 2025, the average selling price for a complete

transnasal endoscopy system (including portable video controller and single-use endoscope) is approximately US\$8,500 per system, global sales volume is about 21.9k units (21,900 systems), and gross margins generally range from 35% to 55%, driven by CMOS sensor costs, precision manufacturing complexity, and regulatory compliance requirements.

This report is a detailed and comprehensive analysis for global Transnasal Endoscopy Guidance Devices market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Transnasal Endoscopy Guidance Devices market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Transnasal Endoscopy Guidance Devices market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Transnasal Endoscopy Guidance Devices market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Transnasal Endoscopy Guidance Devices market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Transnasal Endoscopy Guidance Devices

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Transnasal Endoscopy Guidance Devices market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include EvoEndo, Inc., FUJIFILM Corporation, Pentax Medical (HOYA Group), Olympus Corporation, Ambu A/S, TOP Corporation, Fiagon AG, Aohua Endoscopy, Scivita Medical, Sonoscape, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Transnasal Endoscopy Guidance Devices market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Single-Use (Disposable)

Reusable (Multi-Use)

Market segment by Endoscope Diameter

Ultra-Thin (
Thin (4-5mm)

Standard (> 5mm)

Market segment by Imaging Technology

Standard Definition

High Definition (HD)

Enhanced (NBI/BLI/LCI)

Market segment by Application

Hospital Gastroenterology Department

Ambulatory Surgical Center (ASC)

Office-Based Endoscopy Clinic

Pediatric Specialty Center

Major players covered

EvoEndo, Inc.

FUJIFILM Corporation

Pentax Medical (HOYA Group)

Olympus Corporation

Ambu A/S

TOP Corporation

Fiagon AG

Aohua Endoscopy

Scivita Medical

Sonoscape

Seesheen Medical

Reach Medical

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Transnasal Endoscopy Guidance Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Transnasal Endoscopy Guidance Devices, with price, sales quantity, revenue, and global market share of Transnasal Endoscopy Guidance Devices from 2021 to 2026.

Chapter 3, the Transnasal Endoscopy Guidance Devices competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Transnasal Endoscopy Guidance Devices breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Transnasal Endoscopy Guidance Devices market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Transnasal Endoscopy Guidance Devices.

Chapter 14 and 15, to describe Transnasal Endoscopy Guidance Devices sales channel, distributors, customers, research findings and conclusion.

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