

Global Transnasal Endoscopy Guidance Devices Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G505F526EF4DEN.html>

Date: June 2026

Pages: 124

Price: US\$ 4,480.00 (Single User License)

ID: G505F526EF4DEN

Abstracts

The global Transnasal Endoscopy Guidance Devices market size is expected to reach \$ 337 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

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 studies the global Transnasal Endoscopy Guidance Devices production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Transnasal Endoscopy Guidance Devices 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 Transnasal Endoscopy Guidance Devices that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Transnasal Endoscopy Guidance Devices total production and demand, 2021-2032, (K Units)

Global Transnasal Endoscopy Guidance Devices total production value, 2021-2032, (USD Million)

Global Transnasal Endoscopy Guidance Devices production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Transnasal Endoscopy Guidance Devices consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Transnasal Endoscopy Guidance Devices domestic production, consumption, key domestic manufacturers and share

Global Transnasal Endoscopy Guidance Devices production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Transnasal Endoscopy Guidance Devices production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Transnasal Endoscopy Guidance Devices production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Transnasal Endoscopy Guidance Devices 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Transnasal Endoscopy Guidance Devices market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (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 Transnasal Endoscopy Guidance Devices Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Transnasal Endoscopy Guidance Devices Market, Segmentation by Type:

Single-Use (Disposable)

Reusable (Multi-Use)

Global Transnasal Endoscopy Guidance Devices Market, Segmentation by Endoscope Diameter:

Ultra-Thin (
Thin (4-5mm)

Standard (> 5mm)

Global Transnasal Endoscopy Guidance Devices Market, Segmentation by Imaging Technology:

Standard Definition

High Definition (HD)

Enhanced (NBI/BLI/LCI)

Global Transnasal Endoscopy Guidance Devices Market, Segmentation by Application:

Hospital Gastroenterology Department

Ambulatory Surgical Center (ASC)

Office-Based Endoscopy Clinic

Pediatric Specialty Center

Companies Profiled:

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

Key Questions Answered:

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

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