

Global Video and Image Guided System Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Video and Image Guided System market size is expected to reach \$ 3559 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

Video and Image Guided System (VAS) refers to a system in the medical device field that uses endoscopic video, intraoperative photography, CT, MRI, ultrasound, C-arm/CBCT, fluorescence imaging, optical/electromagnetic navigation, 3D reconstruction, and surgical planning software to register, fuse, and visualize patient images, surgical instrument positions, and real-time video feeds. This assists surgeons in performing procedures such as localization, puncture, resection, ablation, implantation, radiotherapy, or minimally invasive surgery. Its core value lies in improving operational precision, reducing trauma, minimizing repeat scans, and reducing the risk of complications. Typical applications include neurosurgery, spinal surgery, orthopedics, otolaryngology, interventional radiology, tumor ablation, endoscopic surgery, radiotherapy localization, and robot-assisted surgery. Image-guided surgery technology typically includes modules such as intraoperative imaging, tracking/navigation, image registration, visualization, and robotic collaboration.

Video and Image Guided Systems are evolving from single image display devices to comprehensive platforms integrating multimodal image fusion, real-time navigation, AI-assisted recognition, robotic collaboration, and cloud-based data management. Hospitals' increasing demands for minimally invasive surgery, precision interventions, complex spinal/neurological surgeries, tumor ablation, and real-time intraoperative confirmation are driving the deep integration of CT/MRI/ultrasound/endoscopic/fluorescence imaging with navigation systems. Simultaneously, AI segmentation, automatic registration, augmented reality display, 3D

visualization, and intraoperative robotic control are enhancing the system's added value. Future competition will no longer focus solely on hardware imaging quality, but rather on clinical workflow integration capabilities, navigation accuracy, software algorithms, consumable ecosystems, cross-departmental platform deployment, and the integration capabilities of digital operating rooms within hospitals.

This report studies the global Video and Image Guided System demand, key companies, and key regions.

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

Highlights and key features of the study

Global Video and Image Guided System total market, 2021-2032, (USD Million)

Global Video and Image Guided System total market by region & country, CAGR, 2021-2032, (USD Million)

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

Global Video and Image Guided System revenue by player, revenue and market share 2021-2026, (USD Million)

Global Video and Image Guided System total market by Type, CAGR, 2021-2032, (USD Million)

Global Video and Image Guided System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Video and Image Guided 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 Medtronic, Stryker, Brainlab, Siemens Healthineers, GE HealthCare, Philips, Canon Medical Systems, Olympus, KARL STORZ, Intuitive Surgical, 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 Video and Image Guided 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 Video and Image Guided System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video and Image Guided System Market, Segmentation by Type:

Interventional CT Image-Guided Systems

Interventional X-Ray Image-Guided Systems

Interventional MRI Image-Guided Systems

Interventional Ultrasound Image-Guided Systems

Others

Global Video and Image Guided System Market, Segmentation by Department:

- Neurosurgery Navigation System
- Orthopedic and Spine Navigation System
- ENT Navigation System
- Interventional Radiology Guided System
- Others

Global Video and Image Guided System Market, Segmentation by Accuracy:

- Low-Precision Guidance: >5 mm
- Standard Surgical Guidance: 2-5 mm
- High-Precision Navigation: 1-2 mm
- Others

Global Video and Image Guided System Market, Segmentation by Application:

- Ambulatory Surgery Centers
- Hospitals
- Clinics
- Others

Companies Profiled:

Medtronic

Stryker

Brainlab

Siemens Healthineers

GE HealthCare

Philips

Canon Medical Systems

Olympus

KARL STORZ

Intuitive Surgical

Zimmer Biomet

Smith+Nephew

Leica Microsystems

Carl Zeiss Meditec

Varian

Mindray

Shanghai United Imaging Healthcare

Sonoscape

Key Questions Answered

1. How big is the global Video and Image Guided System market?

Global Video and Image Guided System Supply, Demand and Key Producers, 2026-2032

2. What is the demand of the global Video and Image Guided System market?
3. What is the year over year growth of the global Video and Image Guided System market?
4. What is the total value of the global Video and Image Guided System market?
5. Who are the Major Players in the global Video and Image Guided System market?
6. What are the growth factors driving the market demand?

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