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Image-guided Therapy Systems Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Image-guided Therapy Systems Market was valued at USD 5.1 billion in 2024 and is estimated to grow at a CAGR of 7.3% to reach USD 10.2 billion by 2034, driven by the rising prevalence of chronic illnesses, including neurological disorders, cardiovascular conditions, and cancer. Increasing reliance on precision medicine, coupled with a strong push for minimally invasive procedures, has significantly boosted demand for systems that allow real-time, image-based guidance. Medical advancements such as AI-enabled imaging, robotic-assisted navigation, and 3D visualization are transforming surgery by enhancing precision, shortening procedure durations, and improving clinical outcomes.

Patients and providers alike are increasingly favoring less invasive approaches due to benefits like reduced pain, quicker recovery times, and shorter hospital stays. Artificial intelligence and machine learning optimize the utility of image-guided therapy by streamlining diagnostics, improving imaging interpretation, and automating procedural navigation. As global healthcare systems move toward patient-centered and value-based care, image-guided solutions are becoming an essential part of surgical planning and execution. The adoption of hybrid operating rooms is accelerating and integrating advanced imaging tools directly into the surgical suite for seamless intraoperative use, which enhances decision-making and lowers the risk of complications.

Among product categories, X-ray and fluoroscopy-guided systems accounted for a 30.2% share in 2024, reflecting strong demand in fields such as cardiology, orthopedics, and interventional radiology. The ability to perform real-time image-guided interventions with minimal trauma is a key factor behind their widespread adoption across hospitals and ambulatory settings. Improved imaging functionality in these systems enables

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physicians to carry out complex procedures with higher accuracy and reduced risk, which is contributing to ongoing segment growth.

The oncology segment generated USD 1.5 billion in 2024. As cancer cases continue to rise globally, clinicians are turning to image-guided systems for more targeted therapies, including radiation, biopsies, and ablations. Real-time integration of imaging tools like MRI, PET, CT, and ultrasound has greatly enhanced intra-procedural guidance, allowing for better tumor localization, smaller incisions, and personalized treatments that spare surrounding tissue. This has accelerated the use of these systems in procedures such as brachytherapy, SBRT, and RF ablation.

U.S. Image-guided Therapy Systems Market was valued at USD 2.1 billion in 2024 and is projected to double by 2034. The country's push for outcome-driven healthcare is encouraging the adoption of technologies that deliver both clinical and cost efficiency. A growing elderly population facing chronic illnesses is also expanding the addressable market. Hospitals and outpatient centers integrate image-guided therapy systems to improve procedural precision and minimize patient recovery time. The shift toward value-based reimbursement models incentivizes providers to invest in equipment that supports better outcomes with fewer complications.

To strengthen their presence, leading firms like Stryker, Medtronic, Siemens Healthineers, Canon Medical Systems, and Intuitive Surgical are investing in AI-powered software, cloud-integrated imaging platforms, and advanced surgical robotics. These companies are forming strategic partnerships with hospitals, acquiring specialized startups, and expanding R&D efforts to support next-generation product pipelines. They focus on market-specific device customization and post-operative analytics tools to enhance procedural outcomes and extend brand loyalty among healthcare providers.

Companies Mentioned

Accuray, Analogic, Brainlab, Canon Medical Systems, Fujifilm Holdings, GE HealthCare, Intuitive Surgical, Karl Storz, Koninklijke Philips, Medtronic, Olympus, Siemens Healthineers, Smith & Nephew, Stryker, Zimmer Biomet

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