

Global OR Video Management System Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global OR Video Management System market size is predicted to grow from US\$ 994 million in 2025 to US\$ 2434 million in 2032; it is expected to grow at a CAGR of 13.7% from 2026 to 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.

LPI (LP Information)' newest research report, the "OR Video Management System Industry Forecast" looks at past sales and reviews total world OR Video Management System sales in 2025, providing a comprehensive analysis by region and market sector of projected OR Video Management System sales for 2026 through 2032. With OR Video Management System sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world OR Video Management System industry.

This Insight Report provides a comprehensive analysis of the global OR Video Management System landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on OR Video Management System portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global OR Video Management System market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for OR Video Management System and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global OR Video Management System.

This report presents a comprehensive overview, market shares, and growth opportunities of OR Video Management System market by product type, application, key players and key regions and countries.

Segmentation by Type:

IP-Based Digital Architecture

Traditional AV Matrix Architecture

Segmentation by Image Source Type:

Single-Source Audio/Video

Multi-Source Video Fusion

Segmentation by Deployment Method:

Local Embedded

Server-Centric

Cloud-Edge Collaborative

Segmentation by Application:

Clinical Surgical Collaboration and Decision-Making

Live Surgical Demonstration and Academic Conferences

Digital Archiving

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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