

Global Transnasal Endoscopy Guidance Devices Market Growth 2026-2032

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Abstracts

The global Transnasal Endoscopy Guidance Devices market size is predicted to grow from US\$ 182 million in 2025 to US\$ 330 million in 2032; it is expected to grow at a CAGR of 9.0% from 2026 to 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.

United States market for Transnasal Endoscopy Guidance Devices is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Transnasal Endoscopy Guidance Devices is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Transnasal Endoscopy Guidance Devices is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Transnasal Endoscopy Guidance Devices players cover EvoEndo, Inc., FUJIFILM Corporation, Pentax Medical (HOYA Group), Olympus Corporation, Ambu A/S, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Transnasal Endoscopy Guidance Devices 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 Transnasal Endoscopy Guidance Devices.

This report presents a comprehensive overview, market shares, and growth opportunities of Transnasal Endoscopy Guidance Devices market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Single-Use (Disposable)

Reusable (Multi-Use)

Segmentation by Endoscope Diameter:

Ultra-Thin (
Thin (4-5mm)

Standard (> 5mm)

Segmentation by Imaging Technology:

Standard Definition

High Definition (HD)

Enhanced (NBI/BLI/LCI)

Segmentation by Application:

Hospital Gastroenterology Department

Ambulatory Surgical Center (ASC)

Office-Based Endoscopy Clinic

Pediatric Specialty Center

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 analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Transnasal Endoscopy Guidance Devices market?

What factors are driving Transnasal Endoscopy Guidance Devices market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Transnasal Endoscopy Guidance Devices market opportunities vary by end market size?

How does Transnasal Endoscopy Guidance Devices break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Transnasal Endoscopy Guidance Devices Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Transnasal Endoscopy Guidance Devices by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Transnasal Endoscopy Guidance Devices by Country/Region, 2021, 2025 & 2032

2.2 Transnasal Endoscopy Guidance Devices Segment by Type

- 2.2.1 Single-Use (Disposable)
- 2.2.2 Reusable (Multi-Use)
- 2.2.3 Transnasal Endoscopy Guidance Devices Sales by Type
 - 2.2.3.1 Global Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Transnasal Endoscopy Guidance Devices Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Transnasal Endoscopy Guidance Devices Sale Price by Type (2021-2026)

2.3 Transnasal Endoscopy Guidance Devices Segment by Endoscope Diameter

- 2.3.1 Ultra-Thin (2.3.2 Thin (4-5mm)
- 2.3.3 Standard (> 5mm)
- 2.3.4 Transnasal Endoscopy Guidance Devices Sales by Endoscope Diameter
 - 2.3.4.1 Global Transnasal Endoscopy Guidance Devices Sales Market Share by Endoscope Diameter (2021-2026)
 - 2.3.4.2 Global Transnasal Endoscopy Guidance Devices Revenue and Market Share by Endoscope Diameter (2021-2026)

2.3.4.3 Global Transnasal Endoscopy Guidance Devices Sale Price by Endoscope Diameter (2021-2026)

2.4 Transnasal Endoscopy Guidance Devices Segment by Imaging Technology

2.4.1 Standard Definition

2.4.2 High Definition (HD)

2.4.3 Enhanced (NBI/BLI/LCI)

2.4.4 Transnasal Endoscopy Guidance Devices Sales by Imaging Technology

2.4.4.1 Global Transnasal Endoscopy Guidance Devices Sales Market Share by Imaging Technology (2021-2026)

2.4.4.2 Global Transnasal Endoscopy Guidance Devices Revenue and Market Share by Imaging Technology (2021-2026)

2.4.4.3 Global Transnasal Endoscopy Guidance Devices Sale Price by Imaging Technology (2021-2026)

2.5 Transnasal Endoscopy Guidance Devices Segment by Application

2.5.1 Hospital Gastroenterology Department

2.5.2 Ambulatory Surgical Center (ASC)

2.5.3 Office-Based Endoscopy Clinic

2.5.4 Pediatric Specialty Center

2.5.5 Transnasal Endoscopy Guidance Devices Sales by Application

2.5.5.1 Global Transnasal Endoscopy Guidance Devices Sale Market Share by Application (2021-2026)

2.5.5.2 Global Transnasal Endoscopy Guidance Devices Revenue and Market Share by Application (2021-2026)

2.5.5.3 Global Transnasal Endoscopy Guidance Devices Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Transnasal Endoscopy Guidance Devices Breakdown Data by Company

3.1.1 Global Transnasal Endoscopy Guidance Devices Annual Sales by Company (2021-2026)

3.1.2 Global Transnasal Endoscopy Guidance Devices Sales Market Share by Company (2021-2026)

3.2 Global Transnasal Endoscopy Guidance Devices Annual Revenue by Company (2021-2026)

3.2.1 Global Transnasal Endoscopy Guidance Devices Revenue by Company (2021-2026)

3.2.2 Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Company (2021-2026)

- 3.3 Global Transnasal Endoscopy Guidance Devices Sale Price by Company
- 3.4 Key Manufacturers Transnasal Endoscopy Guidance Devices Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Transnasal Endoscopy Guidance Devices Product Location Distribution
 - 3.4.2 Players Transnasal Endoscopy Guidance Devices Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR TRANSNASAL ENDOSCOPY GUIDANCE DEVICES BY GEOGRAPHIC REGION

- 4.1 World Historic Transnasal Endoscopy Guidance Devices Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Transnasal Endoscopy Guidance Devices Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Transnasal Endoscopy Guidance Devices Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Transnasal Endoscopy Guidance Devices Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Transnasal Endoscopy Guidance Devices Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Transnasal Endoscopy Guidance Devices Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Transnasal Endoscopy Guidance Devices Sales Growth
- 4.4 APAC Transnasal Endoscopy Guidance Devices Sales Growth
- 4.5 Europe Transnasal Endoscopy Guidance Devices Sales Growth
- 4.6 Middle East & Africa Transnasal Endoscopy Guidance Devices Sales Growth

5 AMERICAS

- 5.1 Americas Transnasal Endoscopy Guidance Devices Sales by Country
 - 5.1.1 Americas Transnasal Endoscopy Guidance Devices Sales by Country (2021-2026)
 - 5.1.2 Americas Transnasal Endoscopy Guidance Devices Revenue by Country (2021-2026)

5.2 Americas Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026)

5.3 Americas Transnasal Endoscopy Guidance Devices Sales by Application
(2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Transnasal Endoscopy Guidance Devices Sales by Region

6.1.1 APAC Transnasal Endoscopy Guidance Devices Sales by Region (2021-2026)

6.1.2 APAC Transnasal Endoscopy Guidance Devices Revenue by Region
(2021-2026)

6.2 APAC Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026)

6.3 APAC Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Transnasal Endoscopy Guidance Devices by Country

7.1.1 Europe Transnasal Endoscopy Guidance Devices Sales by Country (2021-2026)

7.1.2 Europe Transnasal Endoscopy Guidance Devices Revenue by Country
(2021-2026)

7.2 Europe Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026)

7.3 Europe Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Transnasal Endoscopy Guidance Devices by Country

8.1.1 Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by Country (2021-2026)

8.1.2 Middle East & Africa Transnasal Endoscopy Guidance Devices Revenue by Country (2021-2026)

8.2 Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026)

8.3 Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Transnasal Endoscopy Guidance Devices

10.3 Manufacturing Process Analysis of Transnasal Endoscopy Guidance Devices

10.4 Industry Chain Structure of Transnasal Endoscopy Guidance Devices

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Transnasal Endoscopy Guidance Devices Distributors

11.3 Transnasal Endoscopy Guidance Devices Customer

12 WORLD FORECAST REVIEW FOR TRANSNASAL ENDOSCOPY GUIDANCE

DEVICES BY GEOGRAPHIC REGION

12.1 Global Transnasal Endoscopy Guidance Devices Market Size Forecast by Region

12.1.1 Global Transnasal Endoscopy Guidance Devices Forecast by Region (2027-2032)

12.1.2 Global Transnasal Endoscopy Guidance Devices Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Transnasal Endoscopy Guidance Devices Forecast by Type (2027-2032)

12.7 Global Transnasal Endoscopy Guidance Devices Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 EvoEndo, Inc.

13.1.1 EvoEndo, Inc. Company Information

13.1.2 EvoEndo, Inc. Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.1.3 EvoEndo, Inc. Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 EvoEndo, Inc. Main Business Overview

13.1.5 EvoEndo, Inc. Latest Developments

13.2 FUJIFILM Corporation

13.2.1 FUJIFILM Corporation Company Information

13.2.2 FUJIFILM Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.2.3 FUJIFILM Corporation Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 FUJIFILM Corporation Main Business Overview

13.2.5 FUJIFILM Corporation Latest Developments

13.3 Pentax Medical (HOYA Group)

13.3.1 Pentax Medical (HOYA Group) Company Information

13.3.2 Pentax Medical (HOYA Group) Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.3.3 Pentax Medical (HOYA Group) Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.3.4 Pentax Medical (HOYA Group) Main Business Overview
- 13.3.5 Pentax Medical (HOYA Group) Latest Developments
- 13.4 Olympus Corporation
 - 13.4.1 Olympus Corporation Company Information
 - 13.4.2 Olympus Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications
 - 13.4.3 Olympus Corporation Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Olympus Corporation Main Business Overview
 - 13.4.5 Olympus Corporation Latest Developments
- 13.5 Ambu A/S
 - 13.5.1 Ambu A/S Company Information
 - 13.5.2 Ambu A/S Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications
 - 13.5.3 Ambu A/S Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Ambu A/S Main Business Overview
 - 13.5.5 Ambu A/S Latest Developments
- 13.6 TOP Corporation
 - 13.6.1 TOP Corporation Company Information
 - 13.6.2 TOP Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications
 - 13.6.3 TOP Corporation Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 TOP Corporation Main Business Overview
 - 13.6.5 TOP Corporation Latest Developments
- 13.7 Fiagon AG
 - 13.7.1 Fiagon AG Company Information
 - 13.7.2 Fiagon AG Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications
 - 13.7.3 Fiagon AG Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Fiagon AG Main Business Overview
 - 13.7.5 Fiagon AG Latest Developments
- 13.8 Aohua Endoscopy
 - 13.8.1 Aohua Endoscopy Company Information
 - 13.8.2 Aohua Endoscopy Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications
 - 13.8.3 Aohua Endoscopy Transnasal Endoscopy Guidance Devices Sales, Revenue,

Price and Gross Margin (2021-2026)

13.8.4 Aohua Endoscopy Main Business Overview

13.8.5 Aohua Endoscopy Latest Developments

13.9 Scivita Medical

13.9.1 Scivita Medical Company Information

13.9.2 Scivita Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.9.3 Scivita Medical Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Scivita Medical Main Business Overview

13.9.5 Scivita Medical Latest Developments

13.10 Sonoscape

13.10.1 Sonoscape Company Information

13.10.2 Sonoscape Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.10.3 Sonoscape Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Sonoscape Main Business Overview

13.10.5 Sonoscape Latest Developments

13.11 Seesheen Medical

13.11.1 Seesheen Medical Company Information

13.11.2 Seesheen Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.11.3 Seesheen Medical Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Seesheen Medical Main Business Overview

13.11.5 Seesheen Medical Latest Developments

13.12 Reach Medical

13.12.1 Reach Medical Company Information

13.12.2 Reach Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

13.12.3 Reach Medical Transnasal Endoscopy Guidance Devices Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Reach Medical Main Business Overview

13.12.5 Reach Medical Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Transnasal Endoscopy Guidance Devices Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Transnasal Endoscopy Guidance Devices Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Single-Use (Disposable)
- Table 4. Major Players of Reusable (Multi-Use)
- Table 5. Global Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026) & (K Units)
- Table 6. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)
- Table 7. Global Transnasal Endoscopy Guidance Devices Revenue by Type (2021-2026) & (\$ million)
- Table 8. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Type (2021-2026)
- Table 9. Global Transnasal Endoscopy Guidance Devices Sale Price by Type (2021-2026) & (US\$/Unit)
- Table 10. Major Players of Ultra-Thin (Table 11. Major Players of Thin (4-5mm)
- Table 12. Major Players of Standard (> 5mm)
- Table 13. Global Transnasal Endoscopy Guidance Devices Sales by Endoscope Diameter (2021-2026) & (K Units)
- Table 14. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Endoscope Diameter (2021-2026)
- Table 15. Global Transnasal Endoscopy Guidance Devices Revenue by Endoscope Diameter (2021-2026) & (\$ million)
- Table 16. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Endoscope Diameter (2021-2026)
- Table 17. Global Transnasal Endoscopy Guidance Devices Sale Price by Endoscope Diameter (2021-2026) & (US\$/Unit)
- Table 18. Major Players of Standard Definition
- Table 19. Major Players of High Definition (HD)
- Table 20. Major Players of Enhanced (NBI/BLI/LCI)
- Table 21. Global Transnasal Endoscopy Guidance Devices Sales by Imaging Technology (2021-2026) & (K Units)
- Table 22. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Imaging Technology (2021-2026)

Table 23. Global Transnasal Endoscopy Guidance Devices Revenue by Imaging Technology (2021-2026) & (\$ million)

Table 24. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Imaging Technology (2021-2026)

Table 25. Global Transnasal Endoscopy Guidance Devices Sale Price by Imaging Technology (2021-2026) & (US\$/Unit)

Table 26. Global Transnasal Endoscopy Guidance Devices Sale by Application (2021-2026) & (K Units)

Table 27. Global Transnasal Endoscopy Guidance Devices Sale Market Share by Application (2021-2026)

Table 28. Global Transnasal Endoscopy Guidance Devices Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Application (2021-2026)

Table 30. Global Transnasal Endoscopy Guidance Devices Sale Price by Application (2021-2026) & (US\$/Unit)

Table 31. Global Transnasal Endoscopy Guidance Devices Sales by Company (2021-2026) & (K Units)

Table 32. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Company (2021-2026)

Table 33. Global Transnasal Endoscopy Guidance Devices Revenue by Company (2021-2026) & (\$ millions)

Table 34. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Company (2021-2026)

Table 35. Global Transnasal Endoscopy Guidance Devices Sale Price by Company (2021-2026) & (US\$/Unit)

Table 36. Key Manufacturers Transnasal Endoscopy Guidance Devices Producing Area Distribution and Sales Area

Table 37. Players Transnasal Endoscopy Guidance Devices Products Offered

Table 38. Transnasal Endoscopy Guidance Devices Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 39. New Products and Potential Entrants

Table 40. Market M&A Activity & Strategy

Table 41. Global Transnasal Endoscopy Guidance Devices Sales by Geographic Region (2021-2026) & (K Units)

Table 42. Global Transnasal Endoscopy Guidance Devices Sales Market Share Geographic Region (2021-2026)

Table 43. Global Transnasal Endoscopy Guidance Devices Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 44. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Geographic Region (2021-2026)

Table 45. Global Transnasal Endoscopy Guidance Devices Sales by Country/Region (2021-2026) & (K Units)

Table 46. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Country/Region (2021-2026)

Table 47. Global Transnasal Endoscopy Guidance Devices Revenue by Country/Region (2021-2026) & (\$ millions)

Table 48. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Country/Region (2021-2026)

Table 49. Americas Transnasal Endoscopy Guidance Devices Sales by Country (2021-2026) & (K Units)

Table 50. Americas Transnasal Endoscopy Guidance Devices Sales Market Share by Country (2021-2026)

Table 51. Americas Transnasal Endoscopy Guidance Devices Revenue by Country (2021-2026) & (\$ millions)

Table 52. Americas Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026) & (K Units)

Table 53. Americas Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026) & (K Units)

Table 54. APAC Transnasal Endoscopy Guidance Devices Sales by Region (2021-2026) & (K Units)

Table 55. APAC Transnasal Endoscopy Guidance Devices Sales Market Share by Region (2021-2026)

Table 56. APAC Transnasal Endoscopy Guidance Devices Revenue by Region (2021-2026) & (\$ millions)

Table 57. APAC Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026) & (K Units)

Table 58. APAC Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026) & (K Units)

Table 59. Europe Transnasal Endoscopy Guidance Devices Sales by Country (2021-2026) & (K Units)

Table 60. Europe Transnasal Endoscopy Guidance Devices Revenue by Country (2021-2026) & (\$ millions)

Table 61. Europe Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026) & (K Units)

Table 62. Europe Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026) & (K Units)

Table 63. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by

Country (2021-2026) & (K Units)

Table 64. Middle East & Africa Transnasal Endoscopy Guidance Devices Revenue Market Share by Country (2021-2026)

Table 65. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by Type (2021-2026) & (K Units)

Table 66. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales by Application (2021-2026) & (K Units)

Table 67. Key Market Drivers & Growth Opportunities of Transnasal Endoscopy Guidance Devices

Table 68. Key Market Challenges & Risks of Transnasal Endoscopy Guidance Devices

Table 69. Key Industry Trends of Transnasal Endoscopy Guidance Devices

Table 70. Transnasal Endoscopy Guidance Devices Raw Material

Table 71. Key Suppliers of Raw Materials

Table 72. Transnasal Endoscopy Guidance Devices Distributors List

Table 73. Transnasal Endoscopy Guidance Devices Customer List

Table 74. Global Transnasal Endoscopy Guidance Devices Sales Forecast by Region (2027-2032) & (K Units)

Table 75. Global Transnasal Endoscopy Guidance Devices Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas Transnasal Endoscopy Guidance Devices Sales Forecast by Country (2027-2032) & (K Units)

Table 77. Americas Transnasal Endoscopy Guidance Devices Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC Transnasal Endoscopy Guidance Devices Sales Forecast by Region (2027-2032) & (K Units)

Table 79. APAC Transnasal Endoscopy Guidance Devices Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe Transnasal Endoscopy Guidance Devices Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Europe Transnasal Endoscopy Guidance Devices Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Middle East & Africa Transnasal Endoscopy Guidance Devices Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global Transnasal Endoscopy Guidance Devices Sales Forecast by Type (2027-2032) & (K Units)

Table 85. Global Transnasal Endoscopy Guidance Devices Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global Transnasal Endoscopy Guidance Devices Sales Forecast by Application (2027-2032) & (K Units)

Table 87. Global Transnasal Endoscopy Guidance Devices Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. EvoEndo, Inc. Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 89. EvoEndo, Inc. Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 90. EvoEndo, Inc. Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. EvoEndo, Inc. Main Business

Table 92. EvoEndo, Inc. Latest Developments

Table 93. FUJIFILM Corporation Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 94. FUJIFILM Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 95. FUJIFILM Corporation Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. FUJIFILM Corporation Main Business

Table 97. FUJIFILM Corporation Latest Developments

Table 98. Pentax Medical (HOYA Group) Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 99. Pentax Medical (HOYA Group) Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 100. Pentax Medical (HOYA Group) Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Pentax Medical (HOYA Group) Main Business

Table 102. Pentax Medical (HOYA Group) Latest Developments

Table 103. Olympus Corporation Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 104. Olympus Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 105. Olympus Corporation Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Olympus Corporation Main Business

Table 107. Olympus Corporation Latest Developments

Table 108. Ambu A/S Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 109. Ambu A/S Transnasal Endoscopy Guidance Devices Product Portfolios and

Specifications

Table 110. Ambu A/S Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Ambu A/S Main Business

Table 112. Ambu A/S Latest Developments

Table 113. TOP Corporation Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 114. TOP Corporation Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 115. TOP Corporation Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. TOP Corporation Main Business

Table 117. TOP Corporation Latest Developments

Table 118. Fiagon AG Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 119. Fiagon AG Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 120. Fiagon AG Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Fiagon AG Main Business

Table 122. Fiagon AG Latest Developments

Table 123. Aohua Endoscopy Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 124. Aohua Endoscopy Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 125. Aohua Endoscopy Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Aohua Endoscopy Main Business

Table 127. Aohua Endoscopy Latest Developments

Table 128. Scivita Medical Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 129. Scivita Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 130. Scivita Medical Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Scivita Medical Main Business

Table 132. Scivita Medical Latest Developments

Table 133. Sonoscape Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 134. Sonoscape Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 135. Sonoscape Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Sonoscape Main Business

Table 137. Sonoscape Latest Developments

Table 138. Seesheen Medical Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 139. Seesheen Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 140. Seesheen Medical Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. Seesheen Medical Main Business

Table 142. Seesheen Medical Latest Developments

Table 143. Reach Medical Basic Information, Transnasal Endoscopy Guidance Devices Manufacturing Base, Sales Area and Its Competitors

Table 144. Reach Medical Transnasal Endoscopy Guidance Devices Product Portfolios and Specifications

Table 145. Reach Medical Transnasal Endoscopy Guidance Devices Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Reach Medical Main Business

Table 147. Reach Medical Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Transnasal Endoscopy Guidance Devices
- Figure 2. Transnasal Endoscopy Guidance Devices Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Transnasal Endoscopy Guidance Devices Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Transnasal Endoscopy Guidance Devices Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Transnasal Endoscopy Guidance Devices Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Transnasal Endoscopy Guidance Devices Sales Market Share by Country/Region (2025)
- Figure 10. Transnasal Endoscopy Guidance Devices Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Single-Use (Disposable)
- Figure 12. Product Picture of Reusable (Multi-Use)
- Figure 13. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Type in 2026
- Figure 14. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Ultra-Thin (Figure 16. Product Picture of Thin (4-5mm)
- Figure 17. Product Picture of Standard (> 5mm)
- Figure 18. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Endoscope Diameter in 2026
- Figure 19. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Endoscope Diameter (2021-2026)
- Figure 20. Product Picture of Standard Definition
- Figure 21. Product Picture of High Definition (HD)
- Figure 22. Product Picture of Enhanced (NBI/BLI/LCI)
- Figure 23. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Imaging Technology in 2026
- Figure 24. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Imaging Technology (2021-2026)
- Figure 25. Transnasal Endoscopy Guidance Devices Consumed in Hospital

Gastroenterology Department

Figure 26. Global Transnasal Endoscopy Guidance Devices Market: Hospital

Gastroenterology Department (2021-2026) & (K Units)

Figure 27. Transnasal Endoscopy Guidance Devices Consumed in Ambulatory Surgical Center (ASC)

Figure 28. Global Transnasal Endoscopy Guidance Devices Market: Ambulatory Surgical Center (ASC) (2021-2026) & (K Units)

Figure 29. Transnasal Endoscopy Guidance Devices Consumed in Office-Based Endoscopy Clinic

Figure 30. Global Transnasal Endoscopy Guidance Devices Market: Office-Based Endoscopy Clinic (2021-2026) & (K Units)

Figure 31. Transnasal Endoscopy Guidance Devices Consumed in Pediatric Specialty Center

Figure 32. Global Transnasal Endoscopy Guidance Devices Market: Pediatric Specialty Center (2021-2026) & (K Units)

Figure 33. Global Transnasal Endoscopy Guidance Devices Sale Market Share by Application (2025)

Figure 34. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Application in 2025

Figure 35. Transnasal Endoscopy Guidance Devices Sales by Company in 2025 (K Units)

Figure 36. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Company in 2025

Figure 37. Transnasal Endoscopy Guidance Devices Revenue by Company in 2025 (\$ millions)

Figure 38. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Company in 2025

Figure 39. Global Transnasal Endoscopy Guidance Devices Sales Market Share by Geographic Region (2021-2026)

Figure 40. Global Transnasal Endoscopy Guidance Devices Revenue Market Share by Geographic Region in 2025

Figure 41. Americas Transnasal Endoscopy Guidance Devices Sales 2021-2026 (K Units)

Figure 42. Americas Transnasal Endoscopy Guidance Devices Revenue 2021-2026 (\$ millions)

Figure 43. APAC Transnasal Endoscopy Guidance Devices Sales 2021-2026 (K Units)

Figure 44. APAC Transnasal Endoscopy Guidance Devices Revenue 2021-2026 (\$ millions)

Figure 45. Europe Transnasal Endoscopy Guidance Devices Sales 2021-2026 (K Units)

Figure 46. Europe Transnasal Endoscopy Guidance Devices Revenue 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales 2021-2026 (K Units)

Figure 48. Middle East & Africa Transnasal Endoscopy Guidance Devices Revenue 2021-2026 (\$ millions)

Figure 49. Americas Transnasal Endoscopy Guidance Devices Sales Market Share by Country in 2025

Figure 50. Americas Transnasal Endoscopy Guidance Devices Revenue Market Share by Country (2021-2026)

Figure 51. Americas Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)

Figure 52. Americas Transnasal Endoscopy Guidance Devices Sales Market Share by Application (2021-2026)

Figure 53. United States Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 54. Canada Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 55. Mexico Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 56. Brazil Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 57. APAC Transnasal Endoscopy Guidance Devices Sales Market Share by Region in 2025

Figure 58. APAC Transnasal Endoscopy Guidance Devices Revenue Market Share by Region (2021-2026)

Figure 59. APAC Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)

Figure 60. APAC Transnasal Endoscopy Guidance Devices Sales Market Share by Application (2021-2026)

Figure 61. China Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 62. Japan Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 63. South Korea Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 64. Southeast Asia Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 65. India Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026

(\$ millions)

Figure 66. Australia Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 67. China Taiwan Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 68. Europe Transnasal Endoscopy Guidance Devices Sales Market Share by Country in 2025

Figure 69. Europe Transnasal Endoscopy Guidance Devices Revenue Market Share by Country (2021-2026)

Figure 70. Europe Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)

Figure 71. Europe Transnasal Endoscopy Guidance Devices Sales Market Share by Application (2021-2026)

Figure 72. Germany Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 73. France Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 74. UK Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 75. Italy Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 76. Russia Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 77. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales Market Share by Country (2021-2026)

Figure 78. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales Market Share by Type (2021-2026)

Figure 79. Middle East & Africa Transnasal Endoscopy Guidance Devices Sales Market Share by Application (2021-2026)

Figure 80. Egypt Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 81. South Africa Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 82. Israel Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 83. Turkey Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 84. GCC Countries Transnasal Endoscopy Guidance Devices Revenue Growth 2021-2026 (\$ millions)

Figure 85. Manufacturing Cost Structure Analysis of Transnasal Endoscopy Guidance Devices in 2026

Figure 86. Manufacturing Process Analysis of Transnasal Endoscopy Guidance Devices

Figure 87. Industry Chain Structure of Transnasal Endoscopy Guidance Devices

Figure 88. Channels of Distribution

Figure 89. Global Transnasal Endoscopy Guidance Devices Sales Market Forecast by Region (2027-2032)

Figure 90. Global Transnasal Endoscopy Guidance Devices Revenue Market Share Forecast by Region (2027-2032)

Figure 91. Global Transnasal Endoscopy Guidance Devices Sales Market Share Forecast by Type (2027-2032)

Figure 92. Global Transnasal Endoscopy Guidance Devices Revenue Market Share Forecast by Type (2027-2032)

Figure 93. Global Transnasal Endoscopy Guidance Devices Sales Market Share Forecast by Application (2027-2032)

Figure 94. Global Transnasal Endoscopy Guidance Devices Revenue Market Share Forecast by Application (2027-2032)

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