

Global Video Capsule Endoscopy Market Growth 2026-2032

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Abstracts

The global Video Capsule Endoscopy market size is predicted to grow from US\$ 777 million in 2025 to US\$ 1398 million in 2032; it is expected to grow at a CAGR of 8.3% from 2026 to 2032.

Video Capsule Endoscopy is an advanced gastrointestinal imaging technology based on ingestible smart micro-devices. The system consists of a swallowable capsule integrating a high-definition camera, LED light source, image processing chip, battery, and wireless transmission module. After ingestion, the capsule travels through the digestive tract via natural peristalsis, continuously capturing video images and transmitting data to an external recorder for physician or AI-assisted interpretation. Compared with traditional endoscopy, it offers non-invasive operation, no anesthesia requirement, and high patient compliance, with unique advantages in visualizing hard-to-reach areas such as the small intestine. With the integration of AI-assisted diagnostics, magnetic navigation, and telemedicine platforms, the technology is evolving from a simple imaging tool into a digital gastrointestinal diagnostic platform and a key entry point for precision medicine and early screening systems. In 2025, global Video Capsule endoscopy production reached approximately 2.65 million units and price is about 300 USD/Unit. The average gross profit margin of this product is 75%.

Driven by the rising global burden of gastrointestinal diseases and expanding government-led screening initiatives, video capsule endoscopy is rapidly transitioning from a specialized diagnostic tool to a primary screening gateway. Leading medical device companies increasingly highlight the integration of minimally invasive care and digital healthcare in their annual reports. The maturation of AI-based image recognition and cloud data platforms is significantly improving diagnostic efficiency and scalability. Meanwhile, growing patient preference for painless and convenient procedures is

accelerating adoption across health check-up centers and primary healthcare institutions, making it a key enabler of healthcare service upgrades. Despite strong growth potential, the industry faces challenges including incomplete reimbursement systems, high technical barriers, and evolving clinical standards. Limited insurance coverage in certain regions constrains adoption, while the large volume of video data places heavy demands on physician interpretation efficiency, with AI still under continuous optimization. Technical constraints such as battery life, precise localization, and active navigation remain unresolved, while stricter regulatory requirements and longer approval cycles increase pressure on R&D investment and commercialization timelines. The downstream market is shifting from hospital-centric models toward diversified and distributed healthcare scenarios. In addition to tertiary hospitals, specialty clinics, ambulatory centers, and health management institutions are increasingly adopting video capsule endoscopy, driving its evolution into a high-frequency screening tool. Rising demand for early cancer detection and chronic disease management is further enhancing its role in long-term monitoring. Combined with telemedicine and data platform integration, the technology is poised to become a central hub connecting patients, physicians, and healthcare data. From an upstream perspective, video capsule endoscopy relies on highly integrated microelectronics and biocompatible materials, including CMOS image sensors, micro-optical lenses, low-power processing chips, miniature batteries, and medical-grade encapsulation materials. Advances in semiconductors and micro-optics have significantly improved imaging quality and miniaturization, while chip power efficiency and battery energy density define performance limits. Biocompatibility and sealing technologies are critical for safety and create high entry barriers. The stability and technological advancement of the upstream supply chain will continue to shape industry competitiveness.

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

This Insight Report provides a comprehensive analysis of the global Video Capsule Endoscopy 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 Video Capsule Endoscopy portfolios and capabilities, market entry strategies, market

positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Video Capsule Endoscopy market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Video Capsule Endoscopy 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 Video Capsule Endoscopy.

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

Segmentation by Type:

CMOS Photosensitive Chip

CCD Photosensitive Chip

Other

Segmentation by Sales Channel:

For Small Intestine

For the Colon

For Stomach

Other

Segmentation by Application:

Hospital

Ambulatory Centers

Other

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.

Medtronic

Olympus

RF Co., Ltd.

CapsoVision

IntroMedic

Jinshan Science & Technology

Jifu Technoogy

Anhan Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Video Capsule Endoscopy market?

What factors are driving Video Capsule Endoscopy market growth, globally and by region?

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

How do Video Capsule Endoscopy market opportunities vary by end market size?

How does Video Capsule Endoscopy break out by Type, by Application?

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