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Endoscopy Capsule Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Small Bowel, Esophageal, Colon), By Accessories (Wireless Capsule v/s Workstation and Receiver), By Application (Obscure Gastrointestinal Bleeding, Crohn's Disease, Small Intestine Tumor, Others), By End User (Hospitals & Clinics, Diagnostic Centers, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Endoscopy Capsule Market is projected to expand from USD 0.82 Billion in 2025 to USD 1.58 Billion by 2031, reflecting a compound annual growth rate of 11.55%. These devices are wireless, ingestible units fitted with miniature cameras that transmit images of the gastrointestinal tract, specifically the small bowel, as they move via natural peristalsis. Growth is driven by the rising prevalence of gastrointestinal conditions like Crohn?s disease and obscure bleeding, alongside a shift in patient preference toward non-invasive options that do not require sedation. Highlighting the need for robust screening tools, the American Cancer Society estimated 152,810 new colorectal cancer cases in the United States in 2024, emphasizing the demand for accessible diagnostic solutions.

However, the market encounters significant hurdles due to high procedural costs and variable reimbursement policies, which may hinder widespread growth. In numerous regions, insurance coverage for capsule endoscopy is stricter than for conventional optical endoscopy, establishing financial obstacles in cost-sensitive markets. Consequently, the lack of uniform economic support compels providers and patients to

depend on invasive alternatives, thereby limiting the technology's potential to become a primary global standard of care.

Market Driver

The incorporation of Artificial Intelligence and Machine Learning is transforming the Global Endoscopy Capsule Market by resolving the challenge of lengthy image reviews. Modern algorithms can swiftly process thousands of images recorded during the capsule?s journey, differentiating between healthy tissue and potential irregularities with high accuracy. This technological advancement not only improves diagnostic precision but also eases the burden on gastroenterologists, facilitating mass adoption. As evidence of this progress, AnX Robotica?s January 2024 press release regarding FDA clearance for ProScan noted that their deep learning model detected small bowel abnormalities with a per-patient sensitivity of 99.88%, confirming AI's role in enhancing gastrointestinal care.

Concurrently, government-sponsored cancer screening programs are driving market growth, especially in areas aiming to clear diagnostic backlogs. Public health bodies are increasingly integrating capsule endoscopy into national protocols as a less invasive substitute for traditional colonoscopy, which boosts patient participation and early detection. According to the World Health Organization, colorectal cancer represented about 9.6% of all global cancer cases in 2024, underscoring the need for such accessible screening methods. Illustrating this trend, UK Tech News reported in March 2024 that a West Midlands initiative aimed for 2,000 individuals to utilize colon capsule endoscopy technology in its inaugural year to accelerate diagnosis and shorten wait times.

Market Challenge

Significant impediments to the endoscopy capsule market's expansion include elevated procedural expenses and uneven reimbursement structures. Although the technology provides a non-invasive alternative, it often lacks the comprehensive insurance coverage afforded to traditional optical endoscopy, creating financial hurdles to broad utilization. Healthcare providers often face challenges obtaining authorization, resulting in payment uncertainty and higher costs for patients. This economic imbalance drives medical facilities to favor conventional methods with verified billing codes and assured payments, thereby restricting the routine clinical application of capsule technology.

These financial pressures are intensified by declining payment rates for gastroenterology services, which impact the commercial feasibility of new diagnostic tools. For instance, the American Gastroenterological Association reported in 2024 that the Centers for Medicare & Medicaid Services applied a 3.37 percent decrease to the Medicare physician fee schedule conversion factor, reducing overall reimbursement for GI procedures. Such cuts in funding dissuade clinics and budget-conscious health systems from adopting capsule endoscopy programs. As a result, market expansion is stifled as the economic climate supports established, less expensive diagnostic options.

Market Trends

The emergence of Magnetically Maneuverable Active Capsule Systems is transforming the market by overcoming the limitations of passive devices in visualizing complex stomach anatomy. Unlike standard capsules dependent on natural movement, these active systems employ external magnets or internal propulsion to grant physicians precise control, mimicking the maneuverability of gastroscopy without requiring sedation. This innovation is drawing substantial capital to speed up the creation of steerable ingestible robots. For example, The Robot Report stated in June 2024 that startup Endiatx raised $7 million to progress its robotic PillBot, enabling gastroenterologists to remotely guide the device for thorough gastric exams.

Simultaneously, the shift toward At-Home and Remote Capsule Endoscopy Service Models is decentralizing diagnostics, enabling patients to perform procedures at home instead of in clinics. This approach reduces strain on hospital resources and boosts patient compliance through the use of delivered kits and virtual monitoring, effectively detaching the diagnostic process from physical facilities. Public health systems are increasingly supporting this logistical change with significant funding; according to Health Tech News in October 2024, NHS Scotland renewed its partnership with Medtronic with a ?4 million contract to maintain these community-based services and alleviate waiting times.

Key Market Players

Medtronic plc

Olympus Corporation

CapsoVision, Inc.

IntroMedic Co., Ltd.

Chongqing Jinshan Science & Technology Group Co., Ltd.

Ankon Technologies Co., Ltd.

Smart Medical Systems

Given Imaging Ltd.

RF System Lab Co., Ltd.

Intromedic Co., Ltd.

Report Scope

In this report, the Global Endoscopy Capsule Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Endoscopy Capsule Market, By Product Type

Small Bowel

Esophageal

Colon

Endoscopy Capsule Market, By Accessories

Wireless Capsule v/s Workstation

Receiver

Endoscopy Capsule Market, By Application

Obscure Gastrointestinal Bleeding

Crohn's Disease

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Small Intestine Tumor

Others

Endoscopy Capsule Market, By End User

Hospitals & Clinics

Diagnostic Centers

Others

Endoscopy Capsule Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

- India
- Japan
- Australia
- South Korea

South America

- Brazil
- Argentina
- Colombia

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Endoscopy Capsule Market.

Available Customizations:

Global Endoscopy Capsule Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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