

# **Capsule Endoscopy Market Size, Trends, Analysis, and Outlook By Product (Wireless Capsule, Systems), By Application (OGIB (obscure GI tract bleeding), Crohn's Disease, Small Intestine Tumor, Others), By End-User (Hospitals, Ambulatory Surgery Centers/Clinics, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Capsule Endoscopy market size is poised to register 9.28% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Capsule Endoscopy market across By Product (Wireless Capsule, Systems), By Application (OGIB (obscure GI tract bleeding), Crohn's Disease, Small Intestine Tumor, Others), By End-User (Hospitals, Ambulatory Surgery Centers/Clinics, Others).

The capsule endoscopy market is poised for significant growth, driven by various factors in 2024 and beyond. Capsule endoscopy, a non-invasive diagnostic procedure used to visualize the gastrointestinal tract, is increasingly preferred over traditional endoscopy due to its convenience, patient comfort, and ability to capture images of the small intestine. Market growth is fueled by the rising incidence of gastrointestinal disorders, the growing demand for early and accurate diagnosis, and technological advancements in capsule endoscopy systems, including miniaturization, improved image resolution, and extended battery life. Moreover, the expanding applications of capsule endoscopy in diagnosing obscure gastrointestinal bleeding, Crohn's disease, and small bowel tumors are driving market expansion. Additionally, the increasing adoption of wireless capsule endoscopy in ambulatory care settings and the rising awareness about colon cancer screening are propelling market growth. Furthermore, strategic collaborations

between medical device manufacturers, gastroenterologists, and healthcare institutions are driving innovation and improving accessibility to capsule endoscopy, shaping industry trends and competitiveness.

## Capsule Endoscopy Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Capsule Endoscopy market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Capsule Endoscopy survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Capsule Endoscopy industry.

## Key market trends defining the global Capsule Endoscopy demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Capsule Endoscopy Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Capsule Endoscopy industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Capsule Endoscopy companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Capsule Endoscopy industry

Leading Capsule Endoscopy companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Capsule Endoscopy companies.

## Capsule Endoscopy Market Study- Strategic Analysis Review

The Capsule Endoscopy market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Capsule Endoscopy Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Capsule Endoscopy industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Capsule Endoscopy Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

**North America Capsule Endoscopy Market Size Outlook-** Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Capsule Endoscopy market segments. Similarly, Strong end-user demand is encouraging Canadian Capsule Endoscopy companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Capsule Endoscopy market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Capsule Endoscopy Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Capsule Endoscopy industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Capsule Endoscopy market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Capsule Endoscopy Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Capsule Endoscopy in Asia Pacific. In particular, China, India, and South East Asian Capsule Endoscopy markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Capsule Endoscopy Market Size Outlook- Continued urbanization and

rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Capsule Endoscopy Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Capsule Endoscopy market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Capsule Endoscopy.

Capsule Endoscopy Market Company Profiles

The global Capsule Endoscopy market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Anx Robotica, CapsoVision Inc, RF Systems Lab, Chongqing Jinshan Science and Technology Group Co., Fujifilm Holding Corp, Given Imaging (Medtronic Plc), IntroMedic Co., MEDTRONIC Plc, Olympus Corp, RF System lab, Shangxian Minimal Invasive Inc

Recent Capsule Endoscopy Market Developments

The global Capsule Endoscopy market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Capsule Endoscopy Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

Wireless Capsule

Systems

By Application

OGIB (obscure GI tract bleeding)

Crohn's Disease

Small Intestine Tumor

Others

By End-user

Hospitals

Ambulatory Surgery Centers/Clinics

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Anx Robotica

CapsoVision Inc

RF Systems Lab

Chongqing Jinshan Science and Technology Group Co.

Fujifilm Holding Corp

Given Imaging (Medtronic Plc)

IntroMedic Co.

MEDTRONIC Plc

Olympus Corp

RF System lab

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Formats Available: Excel, PDF, and PPT



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Crohn's Disease

Small Intestine Tumor

Others

By End-user

Hospitals

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Others

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CapsoVision Inc

RF Systems Lab

Chongqing Jinshan Science and Technology Group Co.

Fujifilm Holding Corp

Given Imaging (Medtronic Plc)

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MEDTRONIC Plc

Olympus Corp

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