

# **Near infrared Imaging Market Size, Trends, Analysis, and Outlook By Product (Device, NIR Imaging Agents/Probes, NIR Dyes), By Application (Preclinical, Clinical, Medical), By Procedure (Cancer Surgeries, Cardiovascular Surgeries, Plastic/Reconstructive Surgeries, OB/GYN Surgeries, Others), By End-User (Hospitals and Surgical Clinics, Pharmaceutical and Biotechnology Companies, Research Labs and Academic Institutes, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Near infrared Imaging market size is poised to register 9.6% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Near infrared Imaging market across By Product (Device, NIR Imaging Agents/Probes, NIR Dyes), By Application (Preclinical, Clinical, Medical), By Procedure (Cancer Surgeries, Cardiovascular Surgeries, Plastic/Reconstructive Surgeries, OB/GYN Surgeries, Others), By End-User (Hospitals and Surgical Clinics, Pharmaceutical and Biotechnology Companies, Research Labs and Academic Institutes, Others)

The future of the near infrared imaging market is driven by advancements in imaging technology, increasing applications in medical diagnostics and surgical guidance, and growing demand for non-invasive imaging modalities. Near infrared (NIR) imaging utilizes light in the near-infrared spectrum to visualize tissue structures, blood flow, and molecular markers with high sensitivity and spatial resolution. With the development of

NIR fluorescence dyes, contrast agents, and imaging systems, there is a growing interest in NIR imaging for various medical applications, including cancer detection, vascular imaging, and intraoperative guidance. Further, technological innovations such as multispectral imaging, real-time image processing, and handheld NIR devices are driving the development of next-generation NIR imaging platforms with improved sensitivity, specificity, and ease of use. Over the forecast period to 2030, expanding applications in oncology, neurology, and cardiovascular disease management, coupled with rising adoption of minimally invasive surgical techniques and intraoperative imaging systems, are expected to drive market growth and innovation, enabling healthcare providers to improve surgical outcomes and patient care.

### Near infrared Imaging 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 Near infrared Imaging market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Near infrared Imaging 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 Near infrared Imaging industry.

### Key market trends defining the global Near infrared Imaging 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.

### Near infrared Imaging Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Near infrared Imaging 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 Near infrared Imaging companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Near infrared Imaging industry

Leading Near infrared Imaging 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 Near infrared Imaging companies.

## Near infrared Imaging Market Study- Strategic Analysis Review

The Near infrared Imaging 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.

## Near infrared Imaging Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Near infrared Imaging 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

## Near infrared Imaging Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

**North America Near infrared Imaging 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Near infrared Imaging market segments. Similarly, Strong market demand is encouraging Canadian Near infrared Imaging companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Near infrared Imaging market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Near infrared Imaging Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Near infrared Imaging 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 vendors in identifying and leveraging new growth prospects positions the European Near infrared Imaging 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 Near infrared Imaging 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 Near infrared Imaging in Asia Pacific. In particular, China, India, and South East Asian Near infrared Imaging markets present a compelling outlook for 2032, acting as a magnet for both domestic

and multinational vendors 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 countries in the APAC region.

### Latin America Near infrared Imaging 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 Near infrared Imaging 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 Near infrared Imaging market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Near infrared Imaging.

### Near infrared Imaging Market Company Profiles

The global Near infrared Imaging 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 Carl Zeiss Meditec AG, Cayman Chemical Company, Crysta-Lyn Chemical Company, Fluoptics, Gowerlabs Ltd, Hamamatsu Photonics K.K., KARL STORZ SE & Co. KG, Leica Microsystems GmbH, LI-COR Biosciences Inc, Medtronic plc, Mizuho Medical Co. Ltd, MP Biomedicals LLC, Olympus Corp, PerkinElmer Inc, Quest Medical Imaging B.V., Shimadzu Corp, Sigma-Aldrich Co. LLC, Stryker Corp, Teledyne Princeton Instruments, Thermo Fisher Scientific Inc.

### Recent Near infrared Imaging Market Developments

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

Near infrared Imaging Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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

Device

-Fluorescence Imaging Systems

-Fluorescence & Bioluminescence Imaging Systems High Slice Scanners

NIR Imaging Agents/Probes

-Indocyanine Green

-Others

NIR Dyes

-Organic Dyes

-Nanoparticle Dyes

By Application

Preclinical

Clinical

Medical

By Procedure

Cancer Surgeries

Cardiovascular Surgeries

Plastic/Reconstructive Surgeries

OB/GYN Surgeries

Others

By End-User

Hospitals and Surgical Clinics

Pharmaceutical and Biotechnology Companies

Research Labs and Academic Institutes

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Carl Zeiss Meditec AG

Cayman Chemical Company

Crysta-Lyn Chemical Company

Fluoptics

Gowerlabs Ltd

Hamamatsu Photonics K.K.

KARL STORZ SE & Co. KG

Leica Microsystems GmbH

LI-COR Biosciences Inc

Medtronic plc



Mizuho Medical Co. Ltd

MP Biomedicals LLC

Olympus Corp

PerkinElmer Inc

Quest Medical Imaging B.V.

Shimadzu Corp

Sigma-Aldrich Co. LLC

Stryker Corp

Teledyne Princeton Instruments

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

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NIR Imaging Agents/Probes

-Indocyanine Green

-Others

NIR Dyes

-Organic Dyes

-Nanoparticle Dyes

By Application

Preclinical

Clinical

Medical

By Procedure

Cancer Surgeries

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Carl Zeiss Meditec AG

Cayman Chemical Company

Crysta-Lyn Chemical Company

Fluoptics

Gowerlabs Ltd

Hamamatsu Photonics K.K.

KARL STORZ SE & Co. KG

Leica Microsystems GmbH

LI-COR Biosciences Inc

Medtronic plc

Mizuho Medical Co. Ltd

MP Biomedicals LLC

Olympus Corp

PerkinElmer Inc

Quest Medical Imaging B.V.  
Shimadzu Corp  
Sigma-Aldrich Co. LLC  
Stryker Corp  
Teledyne Princeton Instruments  
Thermo Fisher Scientific Inc.

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