

Smart Pill Technology Market Size, Trends, Analysis, and Outlook By Application (Capsule Endoscopy, Drug Delivery, Patient Monitoring), By Target Area (Esophagus, Stomach, Small Intestine, Large Intestine), By Disease Indication, Barrett'S Esophagus, Small Bowel Diseases, Colon Cancer, Others), By End-user (Hospitals and Clinics, Diagnostic Centres, Research Centres), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Smart Pill Technology market size is poised to register 12.4% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Smart Pill Technology market across By Application (Capsule Endoscopy, Drug Delivery, Patient Monitoring), By Target Area (Esophagus, Stomach, Small Intestine, Large Intestine), By Disease Indication, Barrett'S Esophagus, Small Bowel Diseases, Colon Cancer, Others), By End-user (Hospitals and Clinics, Diagnostic Centres, Research Centres).

The Smart Pill Technology market is witnessing robust growth, driven by the increasing prevalence of chronic diseases, demand for remote patient monitoring solutions, and advancements in miniaturized electronics and wireless communication. Smart pills, also known as ingestible sensors or digital medicines, incorporate sensors, microchips, and wireless transmitters to monitor medication adherence, physiological parameters, and gastrointestinal transit times. With factors such as medication non-adherence, therapeutic complexity, and the need for personalized medicine approaches driving the demand for innovative drug delivery systems, smart pill technology is emerging as a

promising solution for improving patient outcomes and reducing healthcare costs. With ongoing research into biocompatible materials, sensor miniaturization, and data analytics, the market for smart pill technology is poised for further expansion, offering opportunities for collaboration between pharmaceutical companies, medical device manufacturers, and digital health innovators.

Smart Pill Technology 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 Smart Pill Technology market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Smart Pill Technology 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 Smart Pill Technology industry.

Key market trends defining the global Smart Pill Technology 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.

Smart Pill Technology Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Smart Pill Technology 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 Smart Pill Technology companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Smart Pill Technology industry

Leading Smart Pill Technology 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 Smart Pill Technology companies.

Smart Pill Technology Market Study- Strategic Analysis Review

The Smart Pill Technology 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.

Smart Pill Technology Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Smart Pill Technology 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.

Smart Pill Technology 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 Smart Pill Technology 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 Smart Pill Technology market segments. Similarly, Strong end-user demand is encouraging Canadian Smart Pill Technology companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Smart Pill Technology market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Smart Pill Technology Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Smart Pill Technology 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 Smart Pill Technology 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 Smart Pill Technology 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 Smart Pill Technology in Asia Pacific. In particular, China, India, and South East Asian Smart Pill Technology 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 Smart Pill Technology 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 Smart Pill Technology 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 Smart Pill Technology market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Smart Pill Technology.

Smart Pill Technology Market Company Profiles

The global Smart Pill Technology 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 CapsoVision Inc, Check Cap, HQ Inc, IntroMedic Co. Ltd, JINSHAN Science and Technology, Koninklijke Philips N.V, Medtronic Plc, Olympus Corps, Proteus Digital Health, RF Co. Ltd

Recent Smart Pill Technology Market Developments

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

Smart Pill Technology 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 Application

Capsule Endoscopy

Drug Delivery

Patient Monitoring

By Target Area

Esophagus

Stomach

Small Intestine

Large Intestine

By Disease Indication

Barrett'S Esophagus

Small Bowel Diseases

Colon Cancer

Others

By End-User

Hospitals and Clinics

Diagnostic Centres

Research Centres

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

CapsoVision Inc

Check Cap

HQ Inc

IntroMedic Co. Ltd

JINSHAN Science and Technology

Koninklijke Philips N.V

Medtronic Plc

Olympus Corps

Proteus Digital Health

RF Co. Ltd

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Smart Pill Technology Market Overview and Key Findings, 2024
- 1.2 Smart Pill Technology Market Size and Growth Outlook, 2021- 2030
- 1.3 Smart Pill Technology Market Growth Opportunities to 2030
- 1.4 Key Smart Pill Technology Market Trends and Challenges
 - 1.4.1 Smart Pill Technology Market Drivers and Trends
 - 1.4.2 Smart Pill Technology Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Smart Pill Technology Companies

2. SMART PILL TECHNOLOGY MARKET SIZE OUTLOOK TO 2030

- 2.1 Smart Pill Technology Market Size Outlook, USD Million, 2021- 2030
- 2.2 Smart Pill Technology Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. SMART PILL TECHNOLOGY MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. SMART PILL TECHNOLOGY MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Application
 - Capsule Endoscopy
 - Drug Delivery

Patient Monitoring

By Target Area

Esophagus

Stomach

Small Intestine

Large Intestine

By Disease Indication

Barrett'S Esophagus

Small Bowel Diseases

Colon Cancer

Others

By End-User

Hospitals and Clinics

Diagnostic Centres

Research Centres

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Smart Pill Technology Market, 2025

5.2 Asia Pacific Smart Pill Technology Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Smart Pill Technology Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Smart Pill Technology Market, 2025

5.5 Europe Smart Pill Technology Market Size Outlook by Type, 2021- 2030

5.6 Europe Smart Pill Technology Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Smart Pill Technology Market, 2025

5.8 North America Smart Pill Technology Market Size Outlook by Type, 2021- 2030

5.9 North America Smart Pill Technology Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Smart Pill Technology Market, 2025

5.11 South America Pacific Smart Pill Technology Market Size Outlook by Type, 2021- 2030

5.12 South America Smart Pill Technology Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Smart Pill Technology Market, 2025

5.14 Middle East Africa Smart Pill Technology Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Smart Pill Technology Market Size Outlook by Application,

2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US Smart Pill Technology Market Size Outlook and Revenue Growth Forecasts

6.2 US Smart Pill Technology Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Smart Pill Technology Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Smart Pill Technology Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Smart Pill Technology Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Smart Pill Technology Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Smart Pill Technology Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Smart Pill Technology Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Smart Pill Technology Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Smart Pill Technology Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Smart Pill Technology Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Smart Pill Technology Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Smart Pill Technology Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Smart Pill Technology Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Smart Pill Technology Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

6.30 South East Asia Smart Pill Technology Industry Drivers and Opportunities

6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts

6.32 Rest of Asia Pacific Smart Pill Technology Industry Drivers and Opportunities

6.33 Brazil Market Size Outlook and Revenue Growth Forecasts

6.34 Brazil Smart Pill Technology Industry Drivers and Opportunities

6.36 Argentina Market Size Outlook and Revenue Growth Forecasts

- 6.36 Argentina Smart Pill Technology Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Smart Pill Technology Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Smart Pill Technology Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Smart Pill Technology Industry Drivers and Opportunities

7. SMART PILL TECHNOLOGY MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. SMART PILL TECHNOLOGY COMPANY PROFILES

- 8.1 Profiles of Leading Smart Pill Technology Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics
- CapsoVision Inc
- Check Cap
- HQ Inc
- IntroMedic Co. Ltd
- JINSHAN Science and Technology
- Koninklijke Philips N.V
- Medtronic Plc
- Olympus Corps
- Proteus Digital Health
- RF Co. Ltd

9. APPENDIX

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

I would like to order

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