3D Medical and Surgical Imaging Platform - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The 3D Medical and Surgical Imaging Platform Market is expected to register a CAGR of 18% during the forecast period.

Key Highlights
- There is an increased demand for 3D medical imaging due to its vast applications in cardiology and oncology. For instance, Heart valve replacement is one of the most common procedures in cardiology. Transcatheter aortic valve replacement is considered one minimally invasive heart valve replacement procedure. Positioning the new heart valve is a severe concern to surgeons. Surgeons prefer 3D angiography imaging software to view the anatomy during the placement of heart valves, as positioning a new heart valve seems crucial.
- Additionally, in May 2021, the National Health Service England (NHS) unveiled a unique technology called HeartFlow to detect and treat people with suspected heart disease quickly. Delivered under the NHS Long Term Plan, HeartFlow is claimed to convert a regular computed tomography (CT) scan of the heart into a three-dimensional (3D) image to enable the detection of coronary heart disease in 20 minutes, further driving the market growth.
- Due to the surging development of modern visualization methods and technology platforms, along with rising demand for 3D imaging in diagnosing and monitoring chronic diseases, the market is growing. A shift toward minimally invasive procedures and increasing adoption of hybrid operating rooms also provide traction for the market.
- Furthermore, in December 2021, WEHI (Walter and Eliza Hall Institute of Medical Research) researchers developed enhanced 3D imaging technology to model how breast cancer cells invade and spread into the bone and remodify themselves to fuel tumor growth. The research could guide the development of new therapies for patients suffering from cancers that are typically applied to the bone, including breast and prostate cancers.
- The rapid advancements in innovative imagining techniques are paving the way for the growth of the studied market. For instance, in February 2021, a research team led by UMass Lowell introduced a new 3D imaging technique to detect breast cancer

and other diseases, including COVID-19. The noninvasive medical technology employs specialized contrasting dye that identifies breast cancer cells, allowing practitioners to visualize human tissue inside the body better. The dye amplifies the X-ray signal in tumors when combined with computed tomography (CT) scanner, called a "photon-counting spectral CT," which produces multi-colored, 3D images. The researchers claimed that the contrast agents, combined with spectral CT and machine learning, could lead to a more precise disease diagnosis and significantly assist in early intervention.
- Furthermore, the COVID-19 pandemic contributed to a 16% increase in the estimated number of deaths in OECD nations in 2020 and the first half of 2021, both directly and indirectly. Life expectancy has decreased in 24 of the 30 countries, and the pandemic has had a significant mental health impact. In addition, the pandemic has resulted in a substantial surge in healthcare spending across the OECD.

3D Medical and Surgical Imaging Platform Market Trends

Cloud Expected to Witness Significant Growth

- Cloud computing gives medical imaging a competitive advantage in raw data management. Depending on the medical imaging solution types and the industry's development level, cloud computing can be utilized in a variety of scenarios, including cloud image archiving, massive image data storage, and remote medical image disaster recovery, as well as cloud image-based software applications such as 3D healthcare image applications, mobile image reading, and imaging centers.
- The trend for enterprise imaging systems and Picture Archive and Communication systems (PACS) is moving to cloud-based solutions owing to their ability to solve several hospital issues. In addition, cloud-based systems support easier integration with large hospital electronic medical record (EMR) systems.
- Furthermore, hospitals and other healthcare facilities can minimize their IT infrastructure investment by utilizing cloud-based solutions. That means reducing labor costs through automating several repetitive management tasks. Therefore, the cloud is bringing a lot of scalabilities, and physicians can emphasize patients rather than IT concerns.
- Further, in August 2021, GE Healthcare introduced a next-generation, cloud-based Picture Archive and Communication System (PACS) called Edison True PACS. This new cloud-based diagnostic imaging and workflow solution is designed to support and enable radiologists facing increased rates of staff burnout and retirements to be more precise and efficient while keeping capital and IT resources under control. Moreover, this new solution offered AI-enabled decision support to help radiologists acclimate to higher workloads, augment exam complexity, and enhance diagnostic accuracy.

North America Expected to Hold Significant Share

- North America is expected to hold a significant share of the market due to the rising number of surgeries, increasing prevalence of chronic disease, and the growing adoption of the hybrid operating room by hospitals across the region.
- The region is witnessing an increase in automated 3D imaging scanners, and there is ongoing R&D development for 3D imaging. For instance, in July 2022, SMARTTECH expanded its line of 3D scanner accessories. Adding professional FOBA stands to the SMARTTECH accessory line expands the possibilities for the ergonomic use of SMARTTECH 3D scanners.
- The market across the region is significantly growing due to the increasing purchasing power of the healthcare settings, such as hospitals, long-term care centers, and advanced specialty centers. Moreover, compared to developing regions coupled with a favorable reimbursement scenario, a well-established healthcare infrastructure is anticipated to bode well for regional growth during the forecast period.
- Factors such as the growing adoption of automation in the healthcare sector and escalating demand for 3D imaging in diagnosing and monitoring chronic diseases are expected to provide plenty of opportunities for several healthcare companies to

expand across the region.
- Further, in January 2022, Francisco Partners signed an agreement with IBM (US) to develop healthcare data and analytics assets from IBM, including Health Insights, MarketScan, Clinical Development, Social Program Management, Micromedex, and imaging software offerings, which are currently part of the Watson Health business.

3D Medical and Surgical Imaging Platform Industry Overview

The 3D medical and surgical imaging platform market is consolidated owing to a few major players in the market. The market players are focusing on R&D to develop technologically advanced products to reduce the cost and side effects associated with the products. The players in this industry are continually working on improving their product portfolio to gain competitive advantages with mergers and acquisitions, partnerships, and constant innovations.

- June 2022 - Trivitron Healthcare plans to launch made-in-India CT-Scan and MRI in 2022-23. Because of its smart features, low cost, and portability will be used for better diagnosis in both the Indian and international markets. In addition, the company intends to open its second ultrasound manufacturing facility in India at Patalganga Industrial Area in Mumbai.
- November 2021 - Royal Philips, a global player in health technology, announced at the Radiological Society of North America the launch of new AI-enabled innovations in MR imaging. Philips' new MR portfolio of intelligent integrated solutions is intended to speed up MR exams, streamline workflows, optimize diagnostic quality, and help ensure radiology operations' efficiency and sustainability.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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