

**Near-infrared Imaging Market by Product (Imaging System, Probe, Dye (Organic, Nanoparticle)), Procedure (Cancer, Cardio, GI, OBGYN), Application (Preclinical, Clinical, Medical), End User (Hospital, Pharma, Research Lab) & Region - Global Forecast to 2030**

Market Report | 2025-08-30 | 289 pages | MarketsandMarkets

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**Report description:**

The global near IR imaging market is projected to reach USD 1.99 billion by 2030 from USD 1.28 billion in 2025, at a CAGR of 9.3% during the forecast period. The adoption of hybrid near-infrared imaging modalities for surgical guidance and molecular imaging, technological advancements in near-infrared imaging modalities, and the increasing number of surgical procedures globally are major factors anticipated to boost market growth in the forecasting years. Additionally, the advantages of near-infrared imaging over conventional visualization methods also pose as a factor that contributes enormously to the increase in demand for near-infrared imaging.

<https://www.marketsandmarkets.com/Images/near-infrared-imaging-market-Overview.webp>

By procedure, the gastrointestinal surgeries segment accounted for the largest share of the market in 2024. Based on procedure, the near-infrared imaging market is segmented into gastrointestinal surgeries, plastic/reconstructive surgeries, cancer surgeries, obstetrics & gynecology surgeries, cardiovascular surgeries, and other procedures. The gastrointestinal surgeries segment is further segmented into colorectal surgeries and other gastrointestinal surgeries. The rising incidence of gastrointestinal diseases such as colorectal cancer, Crohn's disease, ulcerative colitis, and gastric tumors significantly increases the need for surgical interventions, which is expected to fuel the demand for columns in the studied period.

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By application, the clinical imaging segment accounted for the largest market share in 2024.

By application, the market is segmented into medical imaging, preclinical imaging, and clinical imaging. The clinical imaging segment accounted for the largest share of the market in 2024. The growth of this segment can be attributed to the increasing adoption of this imaging modality owing to the advantages offered by this technique and advancements in fluorescence imaging for clinical applications.

The Asia Pacific region is expected to register the highest growth rate during the forecast period.

By region, the near-infrared imaging market covers North America, Europe, the Asia Pacific, Latin America, and the Middle East & Africa. The Asia Pacific market is estimated to register the highest growth rate during the forecast period. The presence of a large patient population, a rising geriatric population, and a huge population base for cancer and cardiovascular disease will fuel growth in this region during the forecast period.

A breakdown of the primary participants referred to for this report is provided below:

-□By Company Type: Tier 1- 48%, Tier 2- 36%, and Tier 3- 16%

-□By Designation: Directors- 14%, C-level- 10%, and Others- 76%

-□By Region: North America- 40%, Europe- 32%, Asia Pacific- 20%, Latin America- 5%, Middle East & Africa- 3%

The prominent players in the near infrared imaging market are Stryker (US), KARL STORZ SE & Co. KG (Germany), Carl Zeiss Meditec AG (Germany), Leica Microsystems (Germany), Olympus Corporation (Japan), Shimadzu Corporation (Japan), PerkinElmer, Inc. (US), LI-COR Biotech (US), Hamamatsu Photonics K.K. (Japan), Quest Medical Imaging B.V. (Netherlands), Merck KGaA (Germany), MIZUHO Corporation (Japan), Teledyne Princeton Instruments (US), Thermo Fisher Scientific Inc. (US), FLUOPTICS SAS (Getinge, France), Medtronic (Ireland), Cayman Chemical (US), MP Biomedicals (US), Crysta-LYN Chemical Company (US), and Gowerlabs Ltd. (UK), among others.

#### Research Coverage

This report studies the near-infrared imaging market based on product, procedure, application, end user, and region. It also covers the factors affecting market growth, analyzes the various opportunities and challenges in the market, and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micro markets with respect to their individual growth trends. It forecasts the revenue of the market segments with respect to five main regions (and the respective countries in these regions).

#### Reasons to Buy the Report

The report will enable established firms as well as entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them to gain a larger market share. Firms purchasing the report could use one or a combination of the following strategies to strengthen their market presence.

This report provides insights on the following pointers:

-□Analysis of key drivers (Increasing number of surgical procedures globally, advantages of near-infrared imaging over conventional visualization methods, technological advancements in near-infrared imaging modalities, adoption of hybrid near-infrared imaging modalities for surgical guidance and molecular imaging), restraints (Lengthy approval process for near-infrared fluorophores, high initial capital and operational costs of near-infrared systems, availability of alternate technologies), opportunities (Growth potential in emerging economies, use of blockchain for distribution and storage of medical images), and challenges (Hospital budget cuts, dearth of trained professionals in emerging economies) influencing the growth of the near infrared imaging market

-□Market Penetration: Comprehensive information on the product portfolios offered by the top players in the near-infrared imaging market

-□Analytical Development/Innovation: Detailed insights on the upcoming trends, R&D activities, and developments in the near-infrared imaging market

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- Market Development: Comprehensive information on lucrative emerging regions
- Market Diversification: Exhaustive information about new products, growing geographies, and recent developments in the near-infrared imaging market
- Competitive Assessment: In-depth assessment of market segments, growth strategies, revenue analysis, and services of the leading market players

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