

Endoscopy Equipment Market by Product (Endoscopes (Flexible, Rigid, Robot-assisted, Capsule), Visualization Systems, Accessories, Others), Application (Laparoscopy, Cystoscopy), End User (Hospitals, ASCs, Clinics), and Region - Global Forecast to 2030

Market Report | 2025-09-18 | 593 pages | MarketsandMarkets

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Report description:

The global endoscopy equipment market is projected to grow from USD 37.08 billion in 2025 to USD 53.54 billion by 2030, at a CAGR of 7.6% during the forecast period. The growth of the endoscopy equipment market is driven by the rising demand for endoscopic procedures to diagnose and manage target conditions such as colorectal cancer and inflammatory bowel diseases, fueled by increasing disease prevalence and the need for early, minimally invasive interventions. Market opportunities are emerging from the growing adoption of single-use endoscopes, which help address infection control concerns. Additionally, the rapid expansion of healthcare infrastructure in emerging economies presents untapped potential. These regions are experiencing increased investments, improved access to healthcare, and evolving standards of patient care. However, market growth is restrained by high device costs, risk of cross-contamination despite reprocessing, and the availability of alternative diagnostic techniques. Additionally, a lack of skilled professionals and regulatory challenges in some regions hamper broader market penetration.

<https://www.marketsandmarkets.com/Images/endoscopy-devices-market-Overview.webp>

"Flexible endoscopes segment is expected to hold the largest market share during the forecast period"

Based on product, the endoscopy equipment market is segmented into endoscopes, visualization systems, other endoscopy equipment, and accessories. The endoscopes segment is further bifurcated into flexible endoscopes, rigid endoscopes, robot-assisted endoscopes, and capsule endoscopes. Among these in 2024, the flexible endoscopes segment accounted for the

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largest market share, due to their broad applicability, superior maneuverability, and preference in minimally invasive diagnostic and therapeutic procedures. This dominance is projected to continue during the forecast period.

Flexible endoscopes are widely used across gastrointestinal, pulmonary, urological, and gynecological applications, offering enhanced patient comfort and access to complex anatomical structures compared to rigid alternatives. Their ability to provide high-resolution imaging with greater precision supports early disease detection and effective treatment, driving higher adoption among healthcare providers. The rising global burden of gastrointestinal disorders, cancer screening programs, and the growing preference for outpatient endoscopic procedures further strengthen demand. Additionally, ongoing innovations such as disposable and single-use flexible endoscopes address concerns around cross-contamination and reprocessing costs, making them highly attractive to hospitals and ambulatory surgery centers. These factors collectively position flexible endoscopes as the most dominant segment in the endoscopy equipment market.

"Laparoscopy segment is projected to hold the second-largest market during the forecast period"

The laparoscopy segment accounted for the second largest share of the market in 2024 and is expected to lead during the forecast period. This is due to its widespread adoption as the preferred surgical approach across multiple therapeutic areas. For instance, according to the National Library of Medicine (October 2023), laparoscopic procedures demonstrate statistically significant advantages over traditional open surgeries, including shorter operative times, reduced blood loss, quicker recovery, and shorter hospital stays, making them highly favorable for patients and healthcare providers.

The rapid rise in obesity prevalence has further accelerated demand for laparoscopic bariatric procedures, as they ensure long-term survival and deliver substantial metabolic benefits. The increasing patient preference for reduced scarring and faster recovery continues to fuel this segment's growth, securing its strong position as the second-largest contributor within the endoscopy equipment market.

"Asia Pacific region is expected to grow at the fastest rate, while North America is projected to hold the largest share during the forecast period"

The global endoscopy equipment market is segmented into five major regions, namely, North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. Among these, the Asia Pacific region is expected to grow at the fastest rate due to the healthcare infrastructure development, increasing healthcare expenditure, and rising awareness of early disease detection across China and India. These countries are investing heavily to enhance diagnostic and surgical capabilities, particularly to manage rising cases of chronic diseases such as cancer and cardiovascular disorders. Japan's well-established healthcare system with universal insurance coverage ensures wide accessibility to advanced endoscopic procedures. Moreover, increasing medical tourism, favorable government initiatives, and the rising adoption of minimally invasive technologies are accelerating market penetration, making Asia Pacific a high-growth region in the global endoscopy equipment market.

The North American endoscopy equipment market is primarily dominated by the US, driven by favorable reimbursement policies, advanced healthcare infrastructure, and high disease prevalence. Robust coverage for endoscopic procedures under Medicare and private insurance significantly reduces patient out-of-pocket costs, leading to increased adoption of endoscopy equipment in hospitals and outpatient settings.

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

-□By Company Type: Tier 1 - 40%, Tier 2 - 30%, and Tier 3 - 30%

-□By Designation: C-level - 50%, Director level - 30%, and Others - 20%

-□By Region: North America - 30%, Europe - 25%, Asia Pacific - 20%, Latin America - 15%, and Middle East & Africa - 10%.

The players operating in the endoscopy equipment market include Olympus Corporation (Japan), Karl Storz SE & CO. Kg (Germany), Boston Scientific Corporation (US), FUJIFILM Corporation (Japan), HOYA Corporation (Japan), Stryker (US), Medtronic (Ireland), Smith+Nephew (UK), Johnson & Johnson (US), Nipro (Japan), Steris (US), B Braun SE (Germany), Conmed Corporation (US), Ambu A/S (Denmark), Cook Medical (US), Hologic Inc. (US), EndoMed Systems GmbH (Germany), Richard Wolf GmbH (Germany), CapsoVision, Inc. (US), Teleflex Incorporated (US), Laborie (US), Arthrex, Inc. (US), Dantschke Medizintechnik GMBH & Co. KG (Germany), The Cooper Companies, Inc. (US), and SonoScape Medical Corp (China).

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Research Coverage

This report studies the endoscopy equipment market based on type, application, end user, and region. The report also studies factors (such as drivers, restraints, opportunities, and challenges) affecting market growth and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micro markets concerning their individual growth trends and forecasts the revenue of the market segments with respect to five major 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 gain a larger market share. Firms purchasing the report could use one or a combination of the strategies mentioned below to strengthen their market presence.

This report provides insights into the following pointers.

- Analysis of key drivers (The increasing requirement for endoscopy to diagnose and treat target diseases, Surging incidence of inflammatory bowel diseases and colorectal cancer, Rising focus of medical specialists to shift from manual to automated endoscopy reprocessing), restraints (High overhead costs of endoscopy procedures with limited reimbursement in emerging economies, Increasing risk of getting infections during endoscopic procedures), opportunities (Rapidly developing healthcare sector in emerging economies, Increasing adoption of single-use endoscopes), challenges (Increasing number of product recalls, Lack of proper sterilization and reprocessing, Shortage of trained physicians and endoscopists)
- Market Penetration: Complete knowledge of the spectrum of products presented by the major companies in the endoscopy equipment market
- Product Development/Innovation: Comprehensive understanding of the forthcoming trends, research and development initiatives, and product launches within the endoscopy equipment market
- Market Development: Complete knowledge about profitable developing regions
- Market Diversification: Exhaustive knowledge of new goods, expanding geographies, and current changes in the endoscopy equipment industry help to diversify the market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players, such as Olympus Corporation (Japan), Karl Storz SE & CO. Kg (Germany), Boston (US), FUJIFILM Corporation (Japan), HOYA Corporation (Japan), Stryker (US), and Ambu A/S (Denmark)

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