

Surgical Imaging Market by Product (Surgical Navigation Software, System (C-arm, CT, Ultrasound, Integrated MR-OR)), Brand (Azurion, StealthStation, Ingenia, Nexaris), Application (MIS, Endoscopy, CVD, OB/GYN, Ortho, Neuro), End User-Global Forecast to 2030

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Report description:

The surgical imaging market was valued at USD 5.4 million in 2025 and is estimated to reach USD 12.2 million by 2030, registering a CAGR of 17.6% during the forecast period. This is due to the increased use of advanced intraoperative imaging technologies, integration of AI-driven image analysis and augmented reality for surgical navigation, and the expanding installation of hybrid operating rooms in hospitals and outpatient surgical centers. The demand is further boosted by the need for greater surgical precision, shorter procedure times, and better patient outcomes, along with supportive reimbursement policies and ongoing innovations in imaging software and connectivity solutions.

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

"The orthopedic & musculoskeletal surgery segment is estimated to hold the largest share of the surgical imaging market in 2024."

By application, the orthopedic & musculoskeletal surgery segment is expected to hold the largest share of the surgical imaging market in 2024 due to the high demand for precise, real-time imaging across various orthopedic and musculoskeletal procedures, including knee and hip replacements, scoliosis correction, and complex surgeries. Advanced technologies such as C-arm systems, 3D imaging, and intraoperative CT allow surgeons to accurately position implants, verify bone alignment, and evaluate surgical outcomes immediately, thereby reducing the risk of complications or needing revisions. The increasing number of orthopedic surgeries, driven by sports injuries, traffic accidents, and age-related degenerative conditions, has further boosted the adoption of

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surgical imaging solutions in this field segment.

"North America accounts for the largest market share in the surgical imaging market in 2024."

The North American market led the surgical imaging market in 2024. This leadership is driven by factors such as the region's advanced healthcare infrastructure, high adoption of next-generation intraoperative imaging technologies, and strong integration of AI-powered visualization and data management systems. The growing number of complex surgical procedures in US and Canadian hospitals, along with the rapid growth of hybrid operating rooms equipped with real-time imaging, has further solidified this position. Favorable reimbursement policies, a high concentration of top medical technology companies, and ongoing investments in surgical innovation also support North America's market leadership.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the surgical imaging marketplace.

The breakdown of primary participants is as mentioned below:

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

-□By Designation - Directors (15%), Managers (10%), and Others (75%)

-□By Region - North America (39%), Europe (31%), the Asia Pacific (21%), and Latin America (6%), and the Middle East & Africa (3%)

Key Players in the Surgical Imaging Market

Prominent players in the surgical imaging market include GE HealthCare (US), Siemens Healthineers AG(Germany), Koninklijke Philips N.V. (Netherlands), Shimadzu Corporation (Japan), Fujifilm Holdings Corporation (Japan), Ziehm Imaging GmbH (Germany), Hologic, Inc. (US), Smith & Nephew (UK), Medtronic (Ireland), United Imaging Healthcare Co. Ltd. (China), Canon Inc. (Japan), Stryker (US), Olympus Corporation (Japan), Novanta Inc. (US), Global Medical (US), Shenzhen Mindray Bio-Medical Electronics Co., Ltd. (China), Sony Electronics Inc. (Japan), Barco (Belgium), Brainlab SE (UK), Auxein (US), Trivitron Healthcare (India), RGS Healthcare (US), GEMSS HEALTHCARE Co., Ltd. (South Korea), Skanray Technologies Limited (India), Nanjing Perlove Medical Equipment Co., Ltd. (China), Arthrex, Inc. (Florida).

Players adopted both organic and inorganic growth strategies, such as product launches and improvements, investments, partnerships, collaborations, joint ventures, funding, acquisitions, expansions, agreements, contracts, and alliances, to increase their offerings, address unmet customer needs, boost profitability, and expand their presence in the global market.

The study features a detailed competitive analysis of major players in the surgical imaging market, including their company profiles, recent updates, and primary market strategies.

Research Coverage

-□The report studies the surgical imaging market based on product, brand, application, end user, and region.

-□The report analyzes factors (such as drivers, restraints, opportunities, and challenges) affecting the market growth.

-□The report evaluates the opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders.

-□The report studies micro-markets with respect to their growth trends, prospects, and contributions to the total surgical imaging market.

-□The report forecasts the revenue of market segments with respect to five major regions.

□

Reasons to Buy the Report

The report can help established firms as well as new entrants/smaller firms gauge the pulse of the market, which, in turn, would help them garner a greater share. Firms purchasing the report could use one or a combination of the five strategies mentioned below.

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This report provides insights into the following pointers:

- Analysis of key drivers (technological advancements in surgical imaging modalities, rising demand for minimally invasive surgeries, technological transition to flat-panel detectors and hybrid ORs, expanding applications across surgical specialties), restraints (high equipment costs of surgical imaging systems, interoperability challenges with existing hospital systems, hospital cost cut), opportunities (increasing number of surgical procedures conducted in ambulatory surgical centers, development of hybrid operating rooms, growing demand for data-integrated imaging systems), and challenges (shortage of skilled workforce, imaging obese patients, hospital budget cuts) influencing the industry macrodynamics of surgical imaging market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and product launches in the surgical imaging market.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various types of surgical imaging across regions.
- Market Diversification: Exhaustive information about products, untapped regions, recent developments, and investments in the surgical imaging market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the surgical imaging market.

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