

Italy Endoscopy Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 60 pages | Mordor Intelligence

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Report description:

Italy Endoscopy Devices Market Analysis

The Italy endoscopy devices market was valued at USD 1.17 billion in 2025 and is forecast to reach USD 1.58 billion by 2030, translating into a 6.13% CAGR through the period. Momentum stems from a confluence of rising gastrointestinal disease incidence, wider clinical acceptance of artificial-intelligence-enabled imaging, and policy support that rewards minimally invasive approaches. Demand accelerates further as day-surgery centers multiply, giving providers cost-effective settings for routine diagnostic and therapeutic endoscopy. Meanwhile, single-use accessories gain traction in response to stringent reprocessing rules under the European Medical Device Regulation (MDR) and heightened patient safety expectations. Economic pressures and uneven staffing conditions in smaller or southern hospitals temper growth but have not derailed the broader upward trajectory.

Italy Endoscopy Devices Market Trends and Insights

Rising Incidence of Gastrointestinal Diseases Coupled with Growing Aging Population

Italy's inflammatory bowel disease prevalence reached 218.3 cases per 100,000 residents in 2025, raising therapeutic endoscopy demand. Hospitalization persists at 16.5% for IBD patients, and cumulative six-year surgery risk remains high at 36% for Crohn's disease and 20% for ulcerative colitis. Northern regions, with more specialty centers, therefore buy advanced imaging towers and high-definition flexible scopes to improve early detection and reduce surgical conversions. An older demographic intensifies procedure volumes for colorectal cancer screening, upper GI bleeding management, and chronic pancreatitis assessment,

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supporting multi-year equipment replacement budgets.

Advancements in Endoscopic Technologies

Cloud-based artificial intelligence now augments routine colonoscopy, Barrett's Esophagus surveillance, and ulcerative colitis scoring. Olympus secured CE approval for CADDIE, CADU, and SMARTIBD in 2024, with Italian pilot deployments preceding the 2025 commercial rollout. AI engines raise adenoma detection rates and standardize quality across hospitals with uneven specialist density. Integrated cloud analytics also streamline workflow documentation, easing MDR compliance and accelerating purchasing decisions for next-generation video processors.

High Cost of Advanced Endoscopy Equipment

Price tags for AI-ready 4K towers often exceed EUR 200,000 (USD 226,597). Smaller clinics defer upgrades, extending depreciation cycles past manufacturer recommendations. MDR compliance adds certification expenses that funnel into end-user list prices. Vendors increasingly pitch leasing or pay-per-procedure plans to accelerate refresh decisions among cost-constrained buyers.

Other drivers and restraints analyzed in the detailed report include:

Expansion of Day-Surgery Centers Accelerates Flexible Endoscope Adoption / Growing Awareness and Patient Preference for Minimally Invasive Procedures / Shortage of Trained Endoscopy Support Staff in Hospitals /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The Accessories & Consumables category will climb at a 13.8% CAGR through 2030, outstripping capital equipment as infection-control mandates spur adoption of disposable biopsy forceps, snares, and valves. Single-use injectors and retrieval nets lower cross-contamination risk and expedite turnaround in facilities with limited washer-disinfector capacity. Endoscopes maintained 38% Italy Endoscopy Devices market share during 2024, anchored by high-definition flexible colonoscopes and gastroscopes from Olympus and Fujifilm. Video systems increasingly embed AI to flag lesions in real time, enhancing first-pass diagnostic accuracy.

Operative devices also witness innovations, notably bipolar energy platforms and controlled CO₂ insufflation pumps that facilitate advanced resections. The accessories boom moderates initial capital outlays; providers prioritize high-throughput consumables that boost revenue per procedure while avoiding large-ticket purchases. Bioplastic-based handles in single-use scopes illustrate how vendors couple infection control with sustainability concerns.

Gastroenterology remained the backbone with 56% share of Italy Endoscopy Devices market size in 2024, underpinned by colorectal cancer screening and ulcerative colitis monitoring. AI-assisted polyp detection improves adenoma recognition, which in turn reinforces demand for large-channel colonoscopes compatible with therapeutic accessories. Bariatric & Metabolic Surgery is pacing the field at a 12.3% CAGR as ESG gains payer backing and patient acceptance. The Italy Endoscopy Devices market benefits from specialized suturing devices and intragastric balloon systems aimed at weight management.

Pulmonology gains ground thanks to flexible transbronchial needle biopsies that sample peripheral lung lesions, aided by articulating sheaths and electromagnetic navigation. Urology and gynecology segments adopt narrow-band imaging cystoscopes and hysteroscopes that enhance pathology detection. Orthopedic and ENT specialties experiment with micro-endoscopes for

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outpatient arthroscopy and laryngoscopy, broadening the Italy endoscopy devices market user base. Neurology remains nascent but attracts investments in 3D visualization platforms for minimally invasive spine procedures.

The Italy Endoscopy Devices Market Report is Segmented by Product Type (Endoscopes, Visualization Systems, Endoscopy Operative Devices, and Accessories & Consumables), Application (Gastroenterology, Pulmonology, Gynecology, Cardiology, and More), End User (Public Hospitals, and More), Hygiene (Reusable Endoscopes and Single-Use Endoscopes). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Olympus / Karl Storz / FUJIFILM / Boston Scientific / Medtronic / Pentax Medical (HOYA Corporation) / Conmed / Stryker / Smiths Group / Richard Wolf / Cook Group / Steris plc / Cantel Medical (Cantel Medical Italy) / Ambu / Intuitive Surgical / EFER Endoscopy / SonoScape Medical Corp. / Aohua Endoscopy / Endotics / Erbe Elektromedizin / Inventis srl /

Additional Benefits:

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

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