

US Endoscopy Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 75 pages | Mordor Intelligence

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Report description:

US Endoscopy Devices Market Analysis

The United States endoscopy devices market size in 2026 is estimated at USD 13.77 billion, growing from 2025 value of USD 12.95 billion with 2031 projections showing USD 18.7 billion, growing at 6.31% CAGR over 2026-2031. Hospital capital cycles, AI-enhanced imaging, and the accelerating pivot toward single-use scopes position the United States endoscopy devices market for sustained expansion. Reimbursement reforms that reward outpatient settings align with infection-control imperatives, nudging facilities to favor disposable platforms that compress turnover times. Large health systems deploy integrated visualization suites that knit together 4K optics, fluorescence guidance, and electronic health-record connectivity, elevating procedural efficiency. Meanwhile, venture-backed entrants entice ambulatory surgical centers (ASCs) with cost-predictable, cloud-linked single-use scopes that bypass reprocessing capital outlays, intensifying competition in the United States endoscopy devices market.

US Endoscopy Devices Market Trends and Insights

Rising Preference for Minimally-Invasive Surgeries

Ambulatory surgical centers continue to scale, forecasting 12% volume growth over five years as colonoscopy and esophagogastroduodenoscopy migrate from inpatient suites. The reimbursement differential between hospitals and ASCs incentivizes clinicians to schedule high-throughput cases in outpatient venues, cutting average recovery times by half. Leading GI centers now perform up to four colonoscopies per hour by leveraging dedicated turnover teams and optimized scheduling

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software. Physician ownership-approaching 50% in U.S. ASCs-creates direct financial upside for faster room cycling, reinforcing investments in single-use scopes that shave sterilization delays. The resulting throughput efficiencies are reshaping procurement, tilting spending toward disposable models despite their premium per-unit cost.

Burden of GI Cancers & Chronic Digestive Disorders

Lowering the colorectal screening threshold to age 45 has expanded the eligible U.S. population by an estimated 19 million, swelling demand for colonoscopy capacity through 2030. More than 20 million GI endoscopic procedures take place annually, with colonoscopies representing 61.2% of the mix. Geographic maldistribution of gastroenterologists compounds scheduling bottlenecks; 69.3% of U.S. counties lack a resident specialist, pushing wait times in rural regions to four months. Urban hubs such as Massachusetts, Connecticut, and New York absorb overflow volumes, sustaining higher utilization rates that favor premium imaging bundles and robotic adjuncts.

Infection Outbreaks from Inadequately Reprocessed Scopes

Regulators intensify scrutiny of hospital sterilization suites after multiple contamination events linked to duodenoscopes. FDA guidance now prioritizes vaporized hydrogen peroxide over ethylene oxide, forcing facilities to upgrade hardware and retrain staff. Smaller hospitals struggle to finance these conversions and to recruit certified technicians, spurring evaluations of single-use alternatives that eliminate reprocessing risk. Liability worries and Joint Commission audits magnify pressure, nudging administrators toward disposable pathways even when budgets remain tight.

Other drivers and restraints analyzed in the detailed report include:

Rapid Advances in HD/3-D, Disposable & Robotic Scopes
CMS Outpatient Payment Boost for Single-Use Scopes
High Capital & Procedure Costs

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

Segment Analysis

Endoscopes retained 55.02% of 2025 revenue, reflecting their centrality to diagnostics, yet visualization and documentation equipment grew fastest at 10.82% CAGR and now captures incremental capital budgets within the United States endoscopy devices market. Hospital administrators embrace integrated imaging towers that standardize optics and data capture across specialties, curbing vendor complexity and unlocking analytics tools. Rigid scopes satisfy orthopedic and ENT niches, while flexible scopes dominate GI indications through entrenched procedural algorithms. Capsule endoscopes, recently cleared under NaviCam, expand small-bowel reach, and robotic endoscopes occupy premium segments where bronchoscopy yields rise.

Stryker's 1788 platform illustrates convergence of 4K, fluorescence, and OR interoperability, letting facilities future-proof their stack without piecemeal upgrades. Endoscopic operative instruments maintain steady demand as therapeutic uses broaden, notably in bariatric endoscopy and endoluminal suturing. Manufacturers coding AI modules atop image streams differentiate offerings and capture software subscription revenue, reinforcing ecosystem lock-in across the United States endoscopy devices market.

Gastroenterology delivered 48.06% of 2025 sales thanks to colonoscopy's entrenched status and expanding screening guidelines, anchoring volume stability. Gynecology leads growth at 9.67% CAGR as minimally invasive hysteroscopy adoption widens and cervical screening algorithms evolve. Pulmonology gains a technology tailwind from robotic bronchoscopy, while ENT services gain consistency on sinus and laryngoscopy pathways.

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Smith+Nephew leverages COBLATION know-how in ENT procedures, targeting roughly 350,000 annual turbinate reductions. Application diversity cushions manufacturers against specialty-specific reimbursement shocks and permits cross-platform R&D leverage. Mature GI pathways foster premium upselling-such as AI polyp detection-under transparent reimbursement codes, reinforcing revenue continuity in the United States endoscopy devices market.

The United States Endoscopy Devices Market Report is Segmented by Device Type (Endoscopes [Rigid Endoscopes, and More], Endoscopic Operative Devices, and Visualization & Documentation Equipment), Application (Gastroenterology, Pulmonology, ENT Surgery, and More), Usability (Reusable and Single-Use), and End User (Hospitals, Ambulatory Surgical Centers, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Ambu Arthrex B. Braun Boston Scientific Conmed Cook Group FUJIFILM HOYA Corp. (Pentax Medical) Intuitive Surgical Johnson & Johnson Karl Storz Medtronic Olympus Richard Wolf Smiths Group STERIS Stryker

Additional Benefits:

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

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