

## Market insights summary

# Japan GI endoscopy device market

## What's trending?

The rising incidence of colorectal cancer (CRC) in Japan, as well as supportive screening guidance have supported gastrointestinal (GI) endoscopy volumes

- The GI device market is well established in Japan, and penetration of GI procedures is higher than in other regions. This is partly due to the relatively low screening age for CRC, which is those 40 years and older in Japan compared to 45 and older in the US.
- Additionally, Japanese clinical guidelines recommend annual or biannual colonoscopy beginning 8 to 10 years after detection of ulcerative colitis to screen for CRC, which will support colonoscopy volumes.
- CRC is the most diagnosed cancer type in Japan and the third-leading cause of cancer-related mortality. The incidence of CRC is increasing in Japan; therefore, guidelines have been revised by Japanese Society for Cancer of the Colon and Rectum to improve the treatment of CRC.

## Collaboration between GI endoscopy device makers and medical institutions drives domestic innovation and market growth

- The GI endoscopy device market is bolstered by the presence of many large domestic GI device manufacturers, including Olympus, FUJIFILM, and PENTAX Medical.
- Many companies also collaborate with GI specialists at medical universities in Japan to develop innovative devices that address unmet needs.

Access more insights and data in the [report](#).  
[Speak to our team](#) to see how we can power your innovation.

## 2024 Japan GI endoscopy device market snapshot

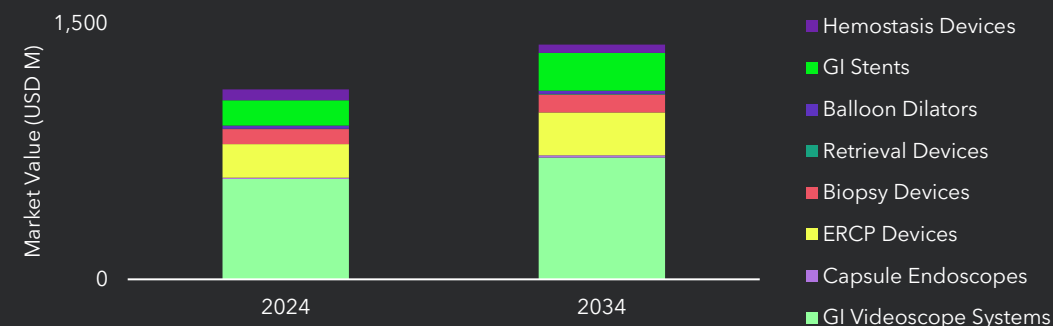
**\$1.1B**

Market value

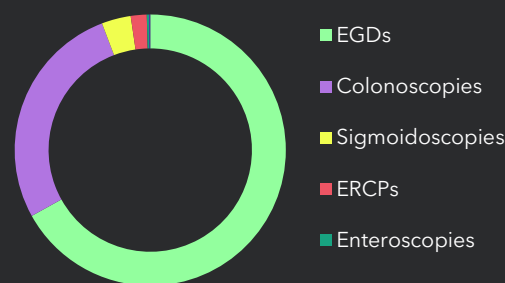
**1.6%**

CAGR ('19-'34)

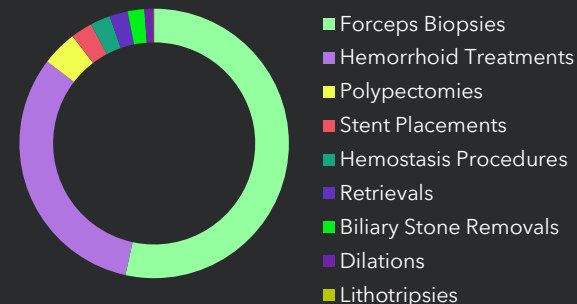
## Japan GI endoscopy device market by product type



## Japanese diagnostic GI endoscopy procedures, by procedure type, 2024



## Japanese interventional GI endoscopy procedures, by procedure type, 2024



EGD = Esophagogastroduodenoscopy  
 ERCP = Endoscopic Retrograde Cholangiopancreatography

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