

Market insights summary

Europe gastrointestinal device market

What's trending?

New screening programs and guidelines, as well as awareness measures will support demand for various gastrointestinal (GI) endoscopy procedures

- Many European countries have implemented organized national screening programs aimed at early detection of colorectal and gastric cancer that assist in improving accessibility and patient participation.
- Awareness surrounding the benefits of screening continues to grow throughout Europe, partly due to the increasing availability of information on the topic through awareness initiatives and campaigns.

Artificial intelligence (AI) and computer aided detection (CAD) solutions will become increasingly prevalent going forward

- Many companies, such as Olympus and Medtronic are now incorporating AI into their product lines. These recently approved AI integrated medical devices, such as Genius AI Access platform, CADDIE, CADU, and SMARTIBD have been designed to assist gastroenterologists and clinicians in detecting suspected colorectal polyps and analyzing conditions such as colorectal cancer, ulcerative colitis or dysplasia growth.

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

2024 Europe Gastrointestinal Device Market Snapshot

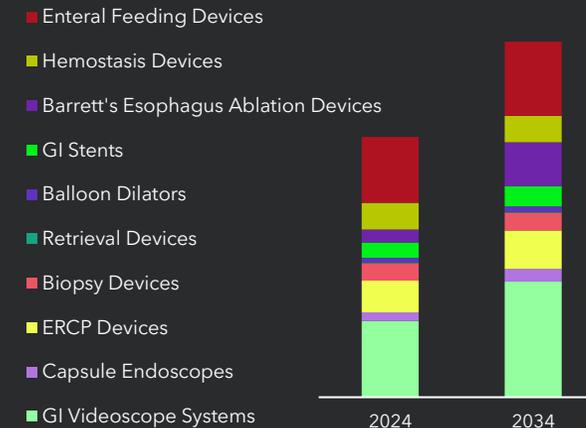
\$1.72B

Market value

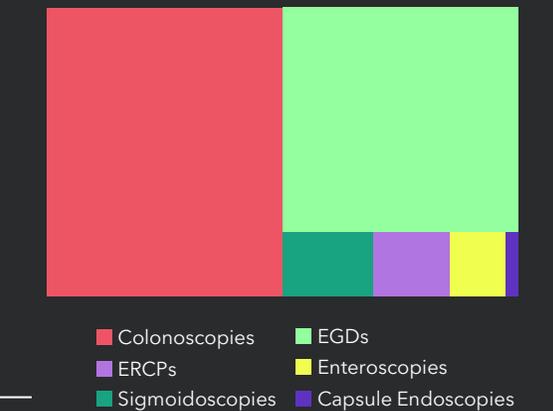
2.7%

CAGR ('19-'34)

European gastrointestinal device market by product type

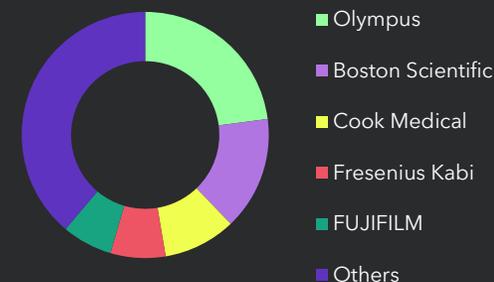


Gastrointestinal endoscopic procedures by procedure type, 2024



Note: European coverage includes France, Germany, Italy, Spain, and the UK. ERCP = Endoscopic Retrograde Cholangiopancreatography; EGD = Esophagogastroduodenoscopy;

2024 European competitive landscape



Competitive insights

Olympus led the European GI endoscopy device market due to its dominance of the lucrative market for GI videoscope systems, followed by Boston Scientific, which has a long-standing reputation for its strong presence in consumable device segments, such as the ERCP, biopsy device, balloon dilator, GI stent, and hemostasis device markets, enabling the company to bundle products together to drive sales.