

Market Insights

Europe interventional cardiology device market

What's trending?

01. Growth is increasingly driven by complex percutaneous coronary interventions (PCIs)

- The rising prevalence of complex coronary artery disease is supporting demand for advanced interventional cardiology (IC) devices.
- Adoption of specialized technologies for heavily calcified and high-risk lesions is expanding treatment eligibility.
- Product innovation continues to offset maturity in traditional coronary intervention segments.

02. Shift toward advanced imaging and physiology-guided interventions

- Non-invasive diagnostic technologies are influencing referral pathways and treatment decisions.
- Physicians are increasingly relying on imaging-driven PCI strategies to improve outcomes.
- Greater uptake of optical coherence tomography (OCT), intravascular ultrasound (IVUS), and physiologic assessment tools is improving procedural planning and optimization.

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

2025 Europe interventional cardiology device market snapshot

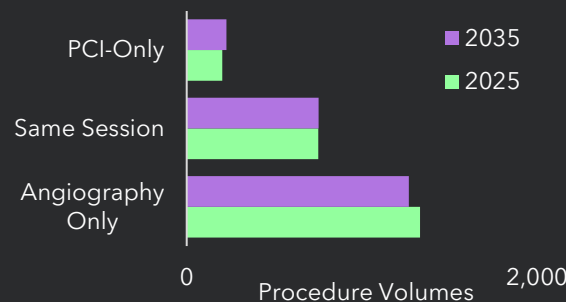
\$1.5B

Market value

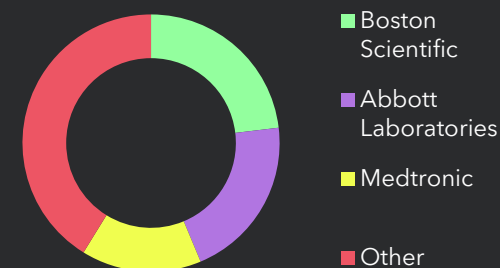
-0.2%

CAGR ('19-'35)

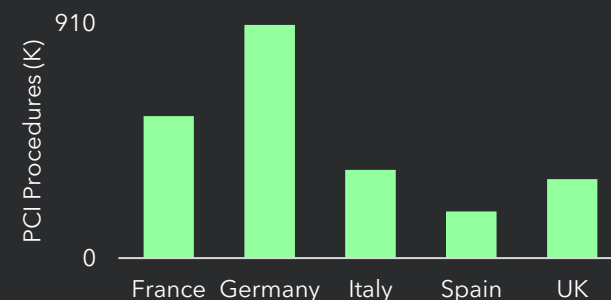
IC procedures by procedure type



2025 Europe IC competitive landscape



IC procedure volumes by country, 2025



Competitor insights

- Bundling and pricing remain critical competitive levers.
- Next-generation imaging, intravascular lithotripsy, and drug-coated balloon technologies are reshaping competition.
- Merger and acquisition activity is accelerating portfolio expansion across the IC device market.