

Market insights summary

United States video and high-tech hardware device market

What's trending?

Articulated surgical robotics are the single largest growth engine

- Articulated surgical robotic devices represent the majority of market value and are projected to experience strong growth through 2035, with a wave of new U.S. entrants supporting expansion.
- Rising next-generation system prices and higher robotic procedure volumes across therapy areas are boosting instrument and accessory pull-through.

Ambulatory surgery center (ASC) expansion and minimally invasive surgical adoption unlock new demand pockets

- Rapid ASC build-out is a major growth catalyst, driving demand for integrated, high-throughput surgical hardware.
- A rising preference for minimally invasive and robotic-assisted procedures is accelerating adoption of advanced visualization, 4K/3DHD imaging, operating room (OR) integration, and articulated robotics.

Flexible financing and mergers and acquisitions support competitiveness

- Flexible payment models, leasing, and cross-segment bundling lower capital barriers and lock in facilities.
- Strategic mergers and acquisitions, such as KARL STORZ's acquisition of Asensus Surgical, is strengthening portfolios.

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

2025 U.S. video and high-tech hardware device market snapshot

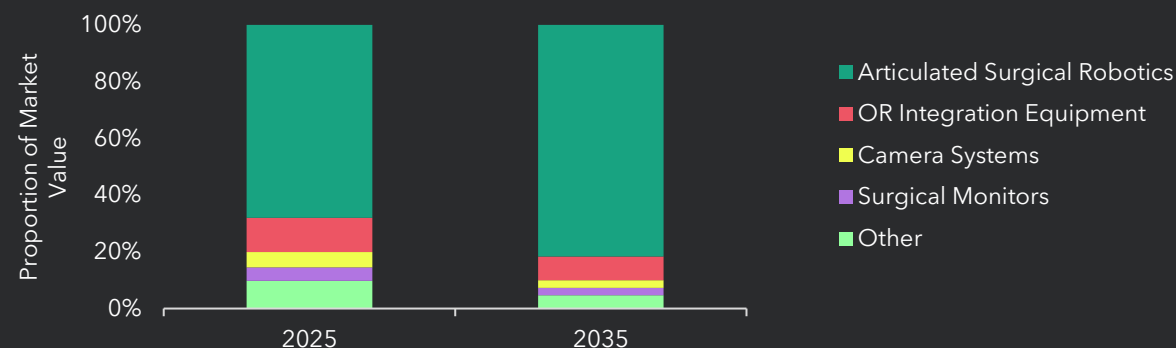
\$8.1B

Market value

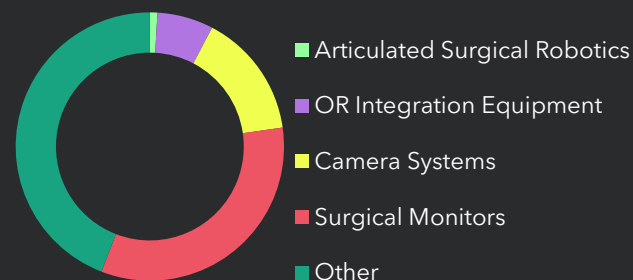
8.4%

CAGR ('19-'35)

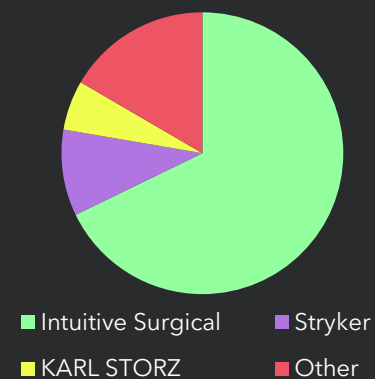
U.S. video and high-tech hardware devices market, by product type



2025 U.S. video and high-tech hardware device installed base, by product type



2025 U.S. video and high-tech hardware devices market shares



Note: The Other product category includes light sources, video capture and recording devices, surgical lights, and surgical tables.