

Market insights summary

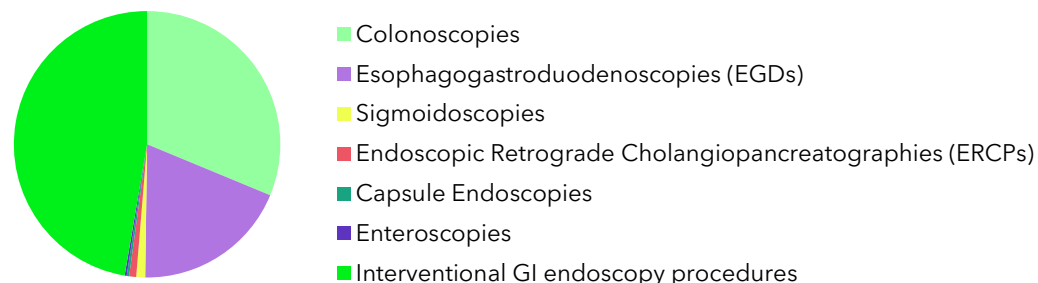
U.S. gastrointestinal endoscopy device market

What's trending and new

The growing integration of AI in gastrointestinal (GI) endoscopies is increasing disease detection rates, supporting procedure growth

- Artificial intelligence (AI) is increasingly being used in GI endoscopies to improve procedure quality by enhancing neoplasm detection. As a result, companies in the GI endoscopy market have launched technologies in this space.
- Notably, in September 2024, Olympus received U.S. Food and Drug Administration (FDA) clearance for CADDIE, the first cloud-based AI tool for detecting colorectal polyps. FUJIFILM's CAD EYE, approved in March 2024, also aids in identifying colonic lesions. Medtronic's GI Genius, another AI-powered CAD system, is already receiving positive feedback from U.S. physicians.

GI endoscopy procedures by procedure type



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2024 U.S. gastrointestinal endoscopy device market snapshot

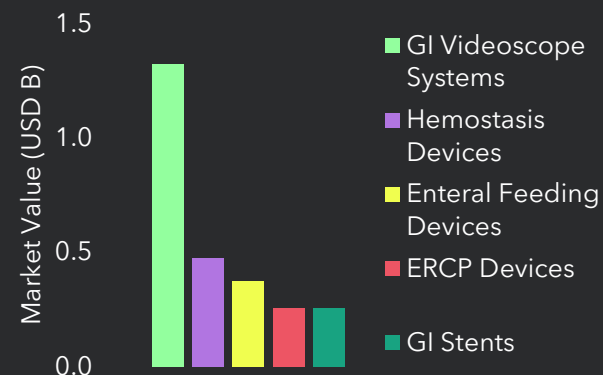
\$3.3B

Market revenue

4.4%

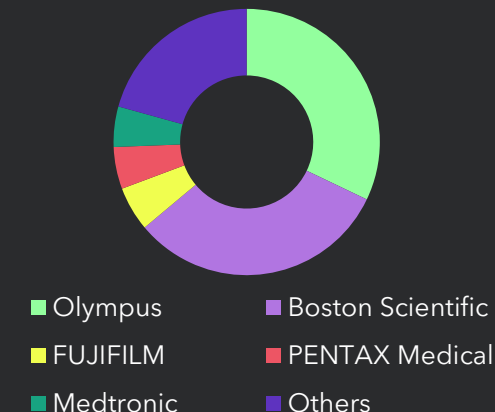
CAGR ('19-'34)

Top 5 GI endoscopy device markets, by market value, 2024



Other U.S. GI endoscopy markets covered in Medtech 360 include capsule endoscopes, biopsy devices, retrieval devices, balloon dilators, endoscopic mucosal resection (EMR) devices, and Barrett's esophagus ablation devices.

U.S. GI endoscopy device market competitive landscape, 2024



Top competitors

Olympus

In 2024, Olympus maintained its leading position in the U.S. GI endoscopy device market, driven by increased share in the GI videoscope system segment. This was supported by the strong performance of its latest and reportedly most advanced system, EVIS X1.

Boston Scientific

Boston Scientific remains a major player in the U.S. GI endoscopy device market. The company has a long-standing reputation for its strong presence in consumable device segments such as ERCP, biopsy, balloon dilators, EMR, and hemostasis devices.