

Operating Room Integration Market to Witness Remarkable Growth from 2020 - 2027

Operating Room Integration Market Trends, Active Key Players, and Growth Projection Up to 2027

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EINPresswire.com/ -- Allied Market Research, titled, "[Operating Room Integration Market](#) by Device Type, Application, and End Use: Opportunity Analysis and Industry Forecast, 2020-2027," the global operating room integration market size was valued at \$1.77 Billion in 2019, which is projected to reach \$4.19 Billion by 2027, growing at a CAGR of 11.4% from 2020 to 2027.



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The operating room integration market is set to grow due to more surgeries, preference for minimally invasive procedures, & safety concerns. Increased efficiency, reduced manpower, drive growth.”

Allied Market Research

The remote and ease of control for video output, high-quality display technologies, multiple video screens streaming on one display, and sharing of videos between different operating rooms increase the demand for video over IP solutions. Further, the launch of the latest A/V streaming devices over IP solutions for digital operating rooms drives the operating room integration market growth. For instance, Sigma-XG which is a one product and one cable infrastructure, which means the device uses only one cable for connection throughout the building it is installed in and can be used to stream video in multiple

operating rooms. Therefore, this advancement in audio and video management systems drives the operating room integration market growth.

Ease in visualization of patient monitoring and display solutions, advancement of display

technologies such as miniaturization of display and ultra-high-quality display outputs drive the market for display solutions for operating room integration. Further, the latest technologies provide various modes of display such as mirror image mode, picture-in-picture mode, and side-by-side flexibility for multi-image viewing mode. This increases the demand for display solutions among doctors.

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Factors such as advancement in surgical procedures, surge in patient preference for minimally invasive surgeries, and patient monitoring to provide safety boost the growth of the market. However, high initial investment and maintenance of ORI systems hamper the growth of the market. On the contrary, the untapped potential of emerging markets is expected to offer lucrative opportunities for the growth of the market globally.

Key market players:

The Operating Room Integration industry's key market players adopt various strategies such as product launch, product development, collaboration, partnership, and agreements to influence the market. It includes details about the key players in the market's strengths, product portfolio, market size and share analysis, operational results, and market positioning.

Key market players include STERIS PLC, STRYKER CORPORATION, OLYMPUS CORPORATION, KARL STORZ GMBH & CO. KG, SKYTRON LLC, GETINGE AB (MAQUET HOLDING B.V. & CO. KG.), BRAIN LAB AG, Canon Inc. (Canon Medical Systems Corporation), MERIVAARA CORP., and DORICON MEDICAL SYSTEMS.

STERIS PLC.

STRYKER CORPORATION

OLYMPUS CORPORATION

KARL STORZ GMBH & CO. KG

SKYTRON LLC

GETINGE AB (MAQUET HOLDING B.V. & CO. KG.)

BRAIN LAB AG

Canon Inc. (Canon Medical Systems Corporation)

MERIVAARA CORP.

DORICON MEDICAL SYSTEMS

Region-wise, the market is analyzed across North America, EMEA, China, and Asia-Pacific. North America was the highest revenue generator in 2019, accounting for \$790.0 million, and is estimated to garner \$1,622.1 million by 2027, growing at a CAGR of 9.5%.

The global operating room integration market is segmented based on device type, application, end-user, and region. Based on the device type, the market is divided into audio & video management systems, display systems, documentation and recording systems, and others.

Further, the audio & video management system segment is classified into simple video management, advanced video management, and data comparing IP-based versions. In addition, the display system is categorized into small display and large format display.

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- By device type, the audio and video management systems segment held the highest revenue of \$586.9 million in 2019 and contributed a major part in the operating room integration market share.
- By application, the surgery segment held the highest revenue of \$934.4 million in 2019.
- By end use, the hospital segment held the highest revenue share of the market in 2019, generating \$1.43 Billion as per the operating room integration market analysis.
- By region, North America is expected to dominate the market, garnering a major operating room integration market share during the forecast period.

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