

Intraoperative Imaging Market to Worth USD 4.85 Billion by 2032, Driven by Advancements in Surgical Technology

Growing Demand for Minimally Invasive Surgeries and Real-Time Imaging Solutions Fuels the Intraoperative Imaging Market Expansion

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According to Research by SNS Insider, The [Intraoperative Imaging Market](#) was valued at USD 2.9 billion in 2023 and is projected to reach USD 4.85 billion by 2032, growing at a CAGR of 5.9% over the forecast period from 2024 to 2032.

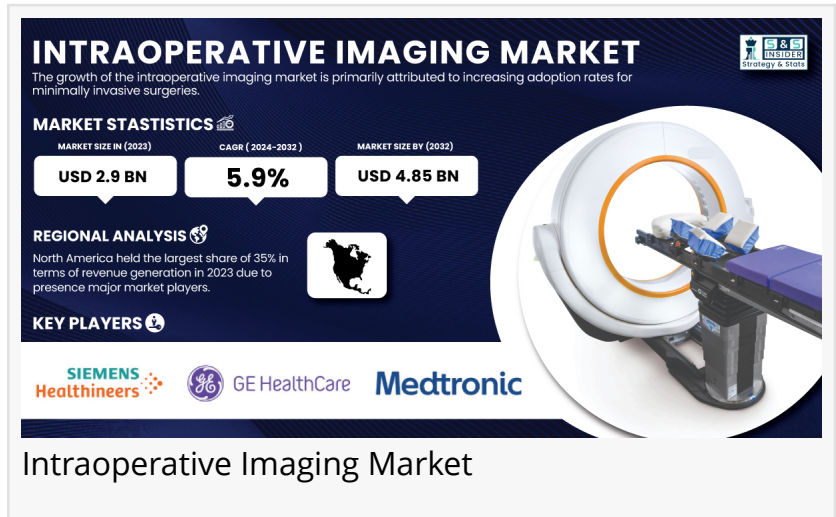
The growth of the intraoperative imaging market is primarily fueled by technological advancements in surgical imaging, increasing adoption of minimally invasive procedures, and rising demand for real-time imaging solutions during complex surgeries.

Leading companies shaping the intraoperative imaging landscape include:

- GE HealthCare
- Siemens Healthcare GmbH
- Medtronic plc
- Koninklijke Philips N.V.
- Canon Medical Systems Corporation
- Shimadzu Corporation
- Brainlab AG
- Ziehm Imaging GmbH
- IMRIS
- NeuroLogica Corp.

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Product Insights, the C-arm segment led the intraoperative imaging market in 2023, accounting for more than 32% of the revenue share.



The adoption of mobile C-arms in orthopedic, cardiovascular, and neurosurgical procedures has increased significantly, contributing to the dominant position of this segment. High-resolution fluoroscopic images in real-time are provided by C-arms, and this is the main growth driver for the market. The intraoperative MRI (iMRI) segment is expected to have a significant CAGR over the forecast period, with the increasing demand for enhanced precision in neurosurgical and oncological procedures.

Application Analysis, in 2023, the neurosurgery segment captured the largest share of the intraoperative imaging market, holding 29% of the total revenue.

This rise in neurological diseases including brain tumors and epilepsy is forcing the development of advanced imaging techniques that are highly beneficial in increasing the chances of successful surgical practices. However, the orthopedic surgery segment is likely to grow at an impressive CAGR of 7.6% during the review period. There is an ever-increasing rise in the occurrence of musculoskeletal diseases. Moreover, more and more minimally invasive surgeries are being carried out for the treatment of these diseases.

End-Use Landscape, Hospitals remained the leading end-use segment in 2023, accounting for over 40% of the market share.

This segment is more dominant due to the availability of well-equipped operation theaters and expert medical professionals, who can treat sophisticated intraoperative imaging technologies. The ambulatory surgical centers segment is expected to experience the maximum growth rate in the forecast period, from 2024 to 2032. The shifting trend toward more outpatient procedures coupled with cost-effective surgical solutions supports the adoption of intraoperative imaging in ASCs.

North America held the largest share of the intraoperative imaging market in 2023, accounting for 35% of total revenue generation.

Advanced healthcare infrastructure, high adoption rates of new innovative surgical imaging technologies, and an increasing number of complex surgical procedures are the prime causes behind the dominance of this region. The presence of leading market players and continuous research initiatives also aid in fueling market growth.

The Asia-Pacific region will be the fastest-growing market over the forecast period. Rapid healthcare expansion, increasing government investments in medical imaging infrastructure, and a rising burden of chronic diseases requiring surgical interventions are major factors driving growth in this region. Besides this, the growing adoption of intraoperative imaging technologies in emerging economies such as China and India will further contribute to regional market growth.

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