

# Gastroenterology Products Market Size to Reach USD 9.66 Billion by 2034, Growing at 6.50% CAGR

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PUNE, MAHARASHTRA, INDIA, February 4, 2026 /EINPresswire.com/ -- The [global gastroenterology products market size](#) was valued at approximately USD 5.15 billion in 2024 and is projected to reach around USD 9.66 billion by 2034, registering a compound annual growth rate (CAGR) of approximately 6.50% between 2025 and 2034.



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*Deepak Rupnar*

Gastroenterology products include a broad range of diagnostic, therapeutic, and surgical devices used to treat gastrointestinal (GI) disorders such as colorectal cancer, inflammatory bowel disease (IBD), gastroesophageal reflux disease (GERD), peptic ulcers, celiac disease, and pancreatic conditions. The rising global burden of digestive diseases, increasing geriatric population, and growing adoption of minimally invasive endoscopic procedures are key factors driving market expansion.

Technological advancements in imaging, robotics, and AI-

assisted diagnostics are further transforming gastroenterology care, improving early disease detection and treatment outcomes.

The gastroenterology products market is witnessing sustained growth due to the increasing prevalence of lifestyle-related digestive disorders. Poor dietary habits, obesity, alcohol consumption, smoking, and stress have contributed to rising incidences of GI diseases worldwide.

Healthcare systems are prioritizing early diagnosis and preventive screening, particularly for colorectal cancer, which is among the leading causes of cancer-related deaths globally. As a result, demand for colonoscopes, endoscopes, capsule endoscopy systems, and biopsy devices is rising steadily.

Additionally, ambulatory surgical centers and specialty GI clinics are expanding, enabling faster, cost-effective outpatient procedures and boosting product adoption.

#### Market Drivers

##### 1. Rising Prevalence of Gastrointestinal Disorders

Growing cases of IBS, IBD, GERD, and colorectal cancer are significantly increasing diagnostic and therapeutic procedure volumes.

##### 2. Aging Global Population

Older adults are more susceptible to digestive diseases, driving long-term demand for gastroenterology interventions.

##### 3. Growth in Minimally Invasive Procedures

Endoscopic and laparoscopic techniques reduce hospital stays, procedural risks, and recovery time.

##### 4. Technological Advancements

High-definition imaging, AI-assisted lesion detection, and robotic endoscopy are improving clinical accuracy.

##### 5. Screening & Preventive Healthcare Initiatives

Government and private screening programs are promoting early diagnosis of GI cancers.

#### Market Restraints

High cost of advanced endoscopic equipment



Limited reimbursement in developing regions

Shortage of skilled endoscopists

Risk of cross-contamination from reusable endoscopes

Stringent regulatory approvals

Manufacturers are addressing these issues by developing disposable endoscopes, automated sterilization systems, and cost-effective imaging platforms.

## Market Opportunities

Key growth opportunities include:

AI-powered endoscopy systems

Capsule endoscopy expansion

Disposable single-use GI devices

Emerging market healthcare infrastructure

Robotic-assisted GI surgeries

Tele-endoscopy and remote diagnostics

Increasing awareness of preventive screenings in Asia and Latin America is expected to unlock untapped market potential.

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## Segmentation Analysis

By Product Type

Endoscopes

Largest segment, including gastroscopes, colonoscopes, duodenoscopes, and sigmoidoscopes.

Widely used for diagnostic and therapeutic procedures.

Capsule Endoscopy Systems

Gaining popularity for non-invasive small bowel imaging.

GI Surgical Devices

Includes staplers, suturing devices, energy systems, and resection tools used in GI surgeries.

Visualization & Imaging Systems

High-definition cameras, monitors, and light sources enhancing procedural accuracy.

Hemostasis Devices

Used to control GI bleeding during endoscopic procedures.

Accessories

Biopsy forceps, snares, guidewires, and dilation balloons.

By Application

Colorectal Cancer

Inflammatory Bowel Disease

Gastroesophageal Reflux Disease (GERD)

Peptic Ulcer Disease

Celiac Disease

Pancreatic & Biliary Disorders

Others

Colorectal cancer screening remains the leading application segment.

By End User

Hospitals

Largest share due to advanced infrastructure and higher procedure volumes.

Ambulatory Surgical Centers (ASCs)

Fastest-growing segment driven by outpatient endoscopy procedures.

Specialty Clinics

Focused GI treatment centers expanding globally.

Diagnostic Laboratories

Regional Analysis

North America

North America dominates the gastroenterology products market due to advanced healthcare infrastructure, high screening rates, and strong reimbursement frameworks. The U.S. leads in adoption of AI-enabled endoscopy and robotic GI procedures.

Europe

Europe holds a substantial share supported by national colorectal cancer screening programs, aging demographics, and technological innovation. Germany, France, and the U.K. are major contributors.

Asia Pacific

Asia Pacific is the fastest-growing region owing to large patient populations, improving healthcare access, and rising awareness of digestive health. China, India, and Japan are key growth markets.

Medical tourism and expanding private hospital networks are further boosting demand.

Latin America

Growth is driven by healthcare modernization and increasing GI disease diagnosis rates, particularly in Brazil and Mexico.

Middle East & Africa

Rising healthcare investments, hospital expansions, and demand for advanced diagnostics are supporting gradual market growth.

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## Competitive Landscape

The market is highly competitive, characterized by continuous innovation, product launches, and strategic collaborations. Companies are investing in AI integration, disposable devices, and robotic technologies to strengthen market presence.

Mergers, acquisitions, and partnerships with hospitals and research institutes are common growth strategies.

## Key Players

Major companies operating in the global gastroenterology products market include:

Olympus Corporation

Fujifilm Holdings Corporation

HOYA Corporation (Pentax Medical)

Boston Scientific Corporation

Medtronic plc

Johnson & Johnson (Ethicon)

Stryker Corporation

CONMED Corporation

Cook Medical

Karl Storz SE & Co. KG

B. Braun Melsungen AG

Ambu A/S

EndoFresh

CapsoVision Inc.

Intuitive Surgical Inc.

These players focus on expanding endoscopy portfolios, enhancing imaging capabilities, and launching single-use GI devices.

## Recent Industry Developments

Launch of AI-assisted polyp detection systems.

Increasing adoption of disposable duodenoscopes.

Strategic collaborations for robotic endoscopy development.

FDA and CE approvals for next-generation capsule endoscopy.

Expansion of GI screening programs globally.

## Future Outlook

The gastroenterology products market is poised for robust growth over the next decade. Rising disease burden, preventive screening awareness, and minimally invasive procedure adoption will remain key growth drivers.

Technological breakthroughs such as robotic navigation, real-time AI diagnostics, and remote

endoscopy are expected to redefine GI care delivery. Emerging economies will present lucrative opportunities as healthcare infrastructure continues to advance.

## Conclusion

With the market projected to grow from USD 5.15 billion in 2024 to USD 9.66 billion by 2034, the global gastroenterology products industry is set for sustained expansion. Innovation in endoscopic technologies, growing screening initiatives, and increasing digestive disease prevalence will continue shaping the market's long-term trajectory.

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