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Electronic Pill Market Research Report – Forecast to 2030

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Description:

Electronic Pill Market Scenario

The Electronic Pill Market is anticipated to reach USD 1.00 Billion by 2030 at 6.60% CAGR during the forecast period 2022-2030. The electronic pill is an ingestible capsule that is embedded with sensors and camera. After ingesting the pill, the pill captures several images per second of the gastrointestinal tract which is received by the connected recording device. It is a monitoring system used to monitor temperature, pH, conductivity and dissolved oxygen. Electronic Pills are used for diagnostics of various gastrointestinal tract diseases like colon cancer, colon polyps, gastrointestinal bleeding and other infectious diseases. The increase in preference of non-invasive methods for diagnostics is driving the growth of the market. Moreover, the rising geriatric population, increasing prevalence of gastrointestinal diseases like colorectal cancer, changing lifestyle, increasing unhealthy eating habits, controlled drug delivery and better way of endoscopy procedures are major factors influencing the growth of the market.

According to the American Cancer Society, Inc. in 2017, 27,150 men and 23,110 women had colorectal cancer in the US. Thus, such a high incidence rate of colorectal cancer provides favorable backgrounds for the market growth. Also, growing demand for rapid and precise diagnostics, adoption of advanced technology are the key factors for the market to grow.

However, factors such as bowel obstruction, lack of awareness, capsule retention and high costs are expected to restrict the market growth during the forecast period.

Segmentation

The global electronic pill market is segmented on the basis of Application, Target area, Parts and end user. The electronic pill market, by application, is sub-segmented into Capsule Endoscopy, Drug Delivery, and Patient Monitoring. Target area category includes Oesophagus, Stomach, Small Intestine, and large intestine.

By parts, the market is categorized into biocompatible capsule encasing microensors, Control chip, Radio transmitter and Power source. On the basis of end-user, the market is segmented into Hospitals, Diagnostic centers, Clinical Research Organizations and Medical Centers.

On the basis of region, the global Electronic Pill market is segmented into the Americas, Europe, Asia Pacific, and the Middle East and Africa.

The Americas is sub-segmented into North America and South America. The North American region is further segmented into the US and Canada. The European region is divided into two, namely, Western Europe and Eastern Europe. Western Europe is further classified into Germany, Italy, France, the U.K., Spain, and the rest of Western Europe. The Asia Pacific region is sub-segmented into Japan, China, India, Australia, the Republic of Korea, and the rest of Asia Pacific. The Middle Eastern and African region is sub-segmented into the United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, and the rest of the Middle East and Africa.

Global Electronic Pill Market, by Key Players

- CapsoVision, Inc. (US),
- Given Imaging Ltd. (Israel),
- Medimetrics (Mexico),
- Bio-Images Drug Delivery BDD LTD (UK),
- Proteus Digital Health (US),
- Olympus Corporation,
- Medtronic,
- Medisafe,
- JINSHAN Science & Technology,
- INTROMEDIC

Regional Market Summary

The Electronic Pill market is dominated by North America owing to rising prevalence of gastrointestinal disorders and high R&D investments within this region stimulate market growth. According to the US Investments in Medical and Health Research and Development in 2016, the United States invested total \$171.8 billion in medical and health R&D and the investment increased by 20.6% from 2013 to 2016. Also, the rising adoption of technologically advanced systems for early diagnosis of gastrointestinal disorders influences the market growth in this region.

It is estimated that Europe stood second in the global Electronic Pill market. The increasing prevalence of gastric cancer is driving the growth of this market in Europe. According to the Cancer Research UK in 2015, 6740 new cases of stomach cancer in the U.K and is among the most common prevalent cancer. Thus, increasing prevalence of gastric cancer in Europe drives the market growth. Furthermore, the rapidly growing healthcare sector in Europe is expected to boost the market in this region.

Asia Pacific was projected to be the fastest growing region for the global Electronic Pill market. Key factors such as rising geriatric population, growing patient pool, high incidence of gastrointestinal diseases and developing healthcare infrastructure drive the market in this region. According to the Asian Development Bank (ADB), the geriatric population in Asia is expected to reach 923 million by 2050. This provides favorable backgrounds for the market to grow.

The Middle East and Africa holds the least share in the global Electronic Pill market due to the presence of stringent government policies and poor economic growth. However, growing awareness and increasing investment by private market players in this region can boost the market growth.

Research Methodology

Market Research Future research is conducted by industry experts who offer insights into industry structure, market segmentation, assessment, Competitive Landscape (CL), penetration, as well as on emerging trends. Besides primary interviews (~ 80%) and secondary research (~ 20%), their analysis is based on their years of professional expertise in respective industries. Our analysts also predict where the market will be headed in the next five to ten years, by analyzing historical trends and current market positions. Furthermore, the varying trends of segments and categories geographically presented are studied and are estimated based on the primary and secondary research.

- **Primary Research**

Extensive primary research was conducted to gain a deeper insight into the market and the industry performance. In this particular report, we have conducted primary surveys (interviews) with key level executives (VPs, CEOs, Marketing Directors, Business Development Managers, and many more) of the major players who are active in the market. In addition to analyzing the current and historical trends, our analysts predict where the market is headed, over the next five to ten years.

- **Secondary Research**

Secondary research was mainly used to collect and identify information useful for the extensive, technical, market-oriented, and commercial study of the global electronic pill market. It was also used to obtain key information about major players, market classification, and segmentation according to industry trends, geographical markets, and developments related to the market and perspectives. For this study, analysts have gathered information from various credible sources, such as annual reports, SEC filings, journals, white papers, corporate presentations, company websites, international organization of chemical manufacturers, some paid databases, and many others.

Market Segmentation and Key Market Players

Global Electronic Pill Market, by Application

- Capsule Endoscopy
- Drug Delivery
- Patient Monitoring

Global Electronic Pill Market, by Target area

- Esophagus
- Stomach
- Small Intestine
- Large Intestine

Global Electronic Pill Market, by Parts

- Biocompatible capsule encasing microsensors
 - Silicon diodes
 - Ion-Sensitive Field-Effect Transistor
 - Direct Contact Gold Electrode
 - Electrode Electrochemical Cell

- Control chip
- Radio transmitter
- Power source

Global Electronic Pill Market, by End-User

- Hospitals
- Diagnostic Centers
- Clinical Research Organizations
- Medical Centers

Global Electronic Pill Market, by Region

- The Americas
- Europe
- Asia Pacific
- The Middle East & Africa

Intended Audience

- Pharmaceutical companies
- Biotechnological institutes
- Government and private laboratories
- Research and Development (R&D) companies
- Medical research laboratories
- Market research and consulting service providers

Table of Content:

Contents

TABLE OF CONTENT	
Chapter 1. Report Prologue	
Chapter 2. Market Introduction	
2.1 Definition	
2.2 Scope of the Study	
2.2.1 Research Objective	
2.2.2 Assumptions	
2.2.3 Limitations	
Chapter 3. Research Methodology	
3.1 Introduction	
3.2 Primary Research	
3.3 Secondary Research	
3.4 Market Size Estimation	
Chapter 4. Market Dynamics	
4.1 Drivers	
4.2 Restraints	
4.3 Opportunities	
4.4 Challenges	
4.5 Macroeconomic Indicators	
4.6 Technology Trends & Assessment	
Chapter 5. Market Factor Analysis	
5.1 Porter's Five Forces Analysis	
5.1.1 Bargaining Power of Suppliers	
5.1.2 Bargaining Power of Buyers	
5.1.3 Threat of New Entrants	
5.1.4 Threat of Substitutes	
5.1.5 Intensity of Rivalry	
5.2 Value Chain Analysis	
5.3 Investment Feasibility Analysis	
5.4 Pricing Analysis	
Chapter 6. Global Electronic Pill Market, by Application	
6.1 Introduction	
6.2 Capsule Endoscopy	
6.3 Drug Delivery	
6.4 Patient Monitoring	
Chapter 7. Global Electronic Pill Market, by Target area	
7.1 Introduction	
7.2 Esophagus	
7.3 Stomach	
7.4 Small Intestine	
7.5 Large Intestine	
Chapter 8. Global Electronic Pill Market, by Parts	
8.1 Introduction	

8.2	Biocompatible capsule encasing microsensors
8.2.1	Silicon diodes
8.2.2	Ion-Sensitive Field-Effect Transistor
8.2.3	Direct Contact Gold Electrode
8.2.4	Electrode Electrochemical Cell
8.3	Control chip
8.4	Radio transmitter
8.5	Power source
Chapter 9.	Global Electronic Pill Market, by End-User
9.1	Introduction
9.2	Hospitals
9.3	Diagnostic Centers
9.4	Clinical Research Organizations
9.4	Medical Centers
Chapter 10.	Global Electronic Pill Market, by Region
10.1	Introduction
10.2	America
10.2.1	North America
10.2.1.1	US
10.2.1.2	Canada
10.2.2	South America
10.3	Europe
10.3.1	Western Europe
10.3.1.1	Germany
10.3.1.2	France
10.3.1.3	Italy
10.3.1.4	Spain
10.3.1.5	U.K.
10.3.1.6	Rest of Western Europe
10.3.2	Eastern Europe
10.4	Asia Pacific
10.4.1	Japan
10.4.2	China
10.4.3	India
10.4.4	Australia
10.4.5	Republic of Korea
10.4.6	Rest of Asia Pacific
10.5	The Middle East & Africa
10.5.1	United Arab Emirates
10.5.2	Saudi Arabia
10.5.3	Oman
10.5.4	Kuwait
10.5.5	Qatar
10.5.6	Rest of the Middle East & Africa
Chapter 11.	Company Landscape
11.1	Introduction
11.2	Market Share Analysis
11.3	Key Development & Strategies
11.3.1	Key Developments
Chapter 12	Company Profiles
12.1	CapsoVision, Inc
12.1.1	Company Overview
12.1.2	Product Type Overview
12.1.3	Financials
12.2.4	Key Developments
12.1.5	SWOT Analysis
12.2	Given Imaging Ltd.
12.2.1	Company Overview
12.2.2	Product Type Overview
12.2.3	Financial Overview
12.2.4	Key Developments
12.2.5	SWOT Analysis
12.3	Medimetrics
12.3.1	Company Overview
12.3.2	Product Type Overview
12.3.3	Financial Overview
12.3.4	Key Development
12.3.5	SWOT Analysis
12.4	Bio-Images Drug Delivery BDD LTD
12.4.1	Company Overview
12.4.2	Business Segment Overview
12.4.3	Financial Overview
12.4.4	Key Development
12.4.5	SWOT Analysis
12.5	Proteus Digital Health
12.5.1	Company Overview
12.5.2	Product Type Overview
12.5.3	Financial overview
12.5.4	Key Developments
12.5.5	SWOT Analysis
12.6	Olympus Corporation
12.6.1	Company Overview
12.6.2	Product Type Overview
12.6.3	Financial Overview
12.6.4	Key Developments
12.6.5	SWOT Analysis
12.7	MEDTRONIC
12.7.1	Overview
12.7.2	Product Type Overview
12.7.3	Financials
12.7.4	Key Developments
12.7.5	SWOT Analysis
12.8	Medisafe

12.8.1	Overview
12.8.2	Product Type Overview
12.8.3	Financials
12.8.4	Key Developments
12.8.5	SWOT Analysis
12.9	JINSHAN Science & Technology
12.9.1	Overview
12.9.2	Product Type Overview
12.9.3	Financials
12.9.4	Key Developments
12.9.5	SWOT Analysis
12.10	INTROMEDIC
12.10.1	Overview
12.10.2	Product Type Overview
12.10.3	Financials
12.10.4	Key Developments
12.10.5	SWOT Analysis
12.16	Others

Chapter 14 Appendix

LIST OF TABLES

Table 1	Electronic Pill Market Industry Synopsis, 2020–2027
Table 2	Global Electronic Pill Market Estimates & Forecast, 2020–2027, (USD Million)
Table 3	Global Electronic Pill Market, by Region, 2020–2027, (USD Million)
Table 4	Global Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 5	Global Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 7	Global Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 8	Global Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 9	North America Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 10	North America Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 12	North America Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 13	North America Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 14	US Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 15	US Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 17	US Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 18	US Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 19	Canada Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 20	Canada Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 22	Canada Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 23	Canada Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 24	South America Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 25	South America Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 27	South America Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 28	South America Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 29	Europe Electronic Pill Market, Application, 2020–2027, (USD Million)
Table 30	Europe Electronic Pill Market, Target area, 2020–2027, (USD Million)
Table 32	Europe Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 33	Europe Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 34	Western Europe Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 35	Western Europe Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 37	Western Europe Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 38	Western Europe Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 39	Eastern Europe Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 40	Eastern Europe Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 42	Eastern Europe Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 43	Eastern Europe Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 44	Asia Pacific Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 45	Asia Pacific Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 47	Asia Pacific Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 48	Asia Pacific Electronic Pill Market, by End-User, 2020–2027, (USD Million)
Table 49	The Middle East & Africa Electronic Pill Market, by Application, 2020–2027, (USD Million)
Table 50	The Middle East & Africa Electronic Pill Market, by Target area, 2020–2027, (USD Million)
Table 52	The Middle East & Africa Electronic Pill Market, by Parts, 2020–2027, (USD Million)
Table 53	The Middle East & Africa Electronic Pill Market, by End-User, 2020–2027, (USD Million)

LIST OF FIGURES

Figure 1	Research Process
Figure 2	Segmentation for Global Electronic Pill Market
Figure 3	Market Dynamics for Global Electronic Pill Market
Figure 4	Global Electronic Pill Market Share, by Application 2020
Figure 4	Global Electronic Pill Market Share, by Target area2020
Figure 5	Global Electronic Pill Market Share, by Parts 2020
Figure 6	Global Electronic Pill Market Share, by End-User, 2020
Figure 7	Global Electronic Pill Market Share, by Region, 2020
Figure 8	North America Electronic Pill Market Share, by Country, 2020
Figure 9	Europe Electronic Pill Market Share, by Country, 2020
Figure 10	Asia Pacific Electronic Pill Market Share, by Country, 2020
Figure 11	Middle East & Africa Electronic Pill Market Share, by Country, 2020
Figure 12	Global Electronic Pill Market: Company Share Analysis, 2020 (%)
Figure 13	CapsoVision, Inc: Key Financials
Figure 14	CapsoVision, Inc: Segmental Revenue
Figure 15	CapsoVision, Inc: Geographical Revenue
Figure 16	Given Imaging Ltd. : Key Financials
Figure 17	Given Imaging Ltd. : Segmental Revenue
Figure 18	Given Imaging Ltd. : Geographical Revenue
Figure 19	Medimetrics : Key Financials
Figure 20	Medimetrics : Segmental Revenue
Figure 21	Medimetrics : Geographical Revenue
Figure 22	Bio-Images Drug Delivery BDD LTD: Key Financials
Figure 23	Bio-Images Drug Delivery BDD LTD: Segmental Revenue
Figure 24	Bio-Images Drug Delivery BDD LTD: Geographical Revenue
Figure 25	Olympus Corporation: Key Financials
Figure 26	Olympus Corporation: Segmental Revenue
Figure 27	Olympus Corporation: Geographical Revenue

Figure 28 Proteus Digital Health : Key Financials
Figure 29 Proteus Digital Health : Segmental Revenue
Figure 30 Proteus Digital Health : Geographical Revenue
Figure 31 MEDTRONIC: Key Financials
Figure 32 MEDTRONIC: Segmental Revenue
Figure 33 MEDTRONIC: Geographical Revenue
Figure 34 Medisafe, : Key Financials
Figure 35 Medisafe, : Segmental Revenue
Figure 36 Medisafe, : Geographical Revenue
Figure 37 JINSHAN Science & Technology: Key Financials
Figure 38 JINSHAN Science & Technology: Segmental Revenue
Figure 39 JINSHAN Science & Technology: Geographical Revenue
Figure 40 INTROMEDIC: Key Financials
Figure 41 INTROMEDIC: Segmental Revenue
Figure 42 INTROMEDIC: Geographical Revenue