



Global Smart Pills Market Report: 2026

April 2018

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Executive Summary

Smart Pills also are known as the ingestible digital pill, is a pharmaceutical dosage form with small medical and embedded electronic devices such as sensors, cameras, and trackers which can be easily swallowed and provides a complete evaluation of the gastrointestinal tract. It is a revolutionary technological innovation that has reduced the gap between healthcare and digital technology.

The Smart Pill market has a huge market opportunity in gastrointestinal monitoring and diagnosis techniques. The rising prevalence of gastrointestinal diseases is acting as the major driver in the market. Also, the changing lifestyle related syndromes and disorders will further boost this market growth. Additionally, the rising disposable income to use the innovative technologies in the market will further help in penetration of Smart Pills technology in the developed as well as developing countries.

In 2016, Smart Pills market was \$1.24 billion and is expected to reach \$4.45 billion by end of 2026, at a CAGR of 13.63 percent. The Smart Pills market is mainly driven by benefits offered by its digital technology such as technological advancements in endoscopy procedures, targeted drug delivery, reduced expenses from wasted medications, faster recovery times from greater adherence to treatment regimens, proposed for use in susceptible patient group and easy remote patient monitoring. Furthermore, increased adoption of minimally invasive surgeries among patient healthcare along with favorable reimbursement announced by governments in different countries and collaborations between research institutions and companies, licensing agreements & partnerships amongst companies and augmented R&D investment on Smart Pills are likely to boost the growth of the market.

Olympus Corporation is the most active assignee in the year 2017. Most of the patents assigned to Olympus Corporation during the year 2017 focus on the device or system of Smart Pills. The assignee has priority filing in Japan in this year.

The top priority country observed is Japan with a filing of 704 patents, which indicates most innovations are originating in Japan. Second top priority country is USA. Interestingly, countries like Canada, France, Italy are also active in the domain. It has been observed that Smart Pills are mainly used for the detection/diagnosis of gastrointestinal disorders. However, drug delivery, sampling and disease treatment are also covered in the domain.

The market for Smart Pills is dominated by a limited number of well-known market players. Being the new technology, a limited number of products has been approved so far and only fewer are available commercially.

The report segments the Smart Pills' technology market on the basis of application, target area, end user, and geography. On the basis of applications, the market has been classified into capsule endoscopy, drug delivery, and patient monitoring. It also provides comprehensive clinical trial and product analysis of the market. Competitive landscape and company profiles of leading players such as Proteus Digital Health, CapsoVision, Inc., Given Imaging, Inc., Olympus Corporation, and IntroMedic have also been provided in the report.

Key Questions Answered by the Report:

- Smart Pills Market by Value; 2015-2026
- Smart Pills Market by Application; 2015-2026
- Smart Pills Market by Target Area; 2026
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- Key Smart Pills Design Patents
- Key Patents in Smart Pills Market
- Top Inventors in Smart Pills Market
- Top Active Inventors Associated with the Key Players
- Key Partnerships in Smart Pills Market
- Detailed analysis of growth drivers, challenges and trends in Smart Pills market.
- Detailed company profiling of key market players: Proteus Digital Health, CapsoVision, Inc., Given Imaging, Inc., Olympus Corporation, and IntroMedic.

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