

Global Transrectal Ultrasound Market Size study & Forecast, by Product (System, Transducer), by Type (Cart/ Trolley-based, Portable), by Application (Diagnostic, Image-guided Treatment) by End-user (Hospitals, Diagnostic Laboratories, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Transrectal Ultrasound Market is valued at approximately USD 228.0 million in 2022 and is anticipated to grow with a healthy growth rate of more than 6.4% during the forecast period 2023-2030. Transrectal Ultrasound (TRUS) is a medical imaging technique used primarily in the field of urology to visualize and assess the structures within the rectum and nearby organs. The procedure involves the insertion of a small ultrasound probe, known as a transducer, into the rectum. This transducer emits high-frequency sound waves, and the echoes produced as they bounce off the surrounding tissues create real-time images of the prostate gland, seminal vesicles, and surrounding structures. The Transrectal Ultrasound Market is expanding because of factors such as the rising prevalence of prostate cancer, rising demand for minimally invasive procedures and rising technological advancements in ultrasound imaging.

Transrectal ultrasound is commonly used for the diagnosis and monitoring of prostate cancer. The rising prevalence of prostate cancer globally is a significant driver for the increased adoption of TRUS as an effective imaging tool for prostate examinations. According to the National Institutes of Health, in 2020, there were an estimated 1.4 million new cases of prostate cancer globally. This number is expected to increase to 1.7 million by 2030. In addition, rising investment in research and development activities, and increasing investments in medical infrastructure are creating new opportunities for market growth. However, the availability of alternative imaging

modalities and stringent regulatory challenges stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Transrectal Ultrasound Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the dominance of key market players, increasing disease prevalence, rising healthcare expenditure and product development activities in the region. Asia Pacific is expected to grow at the fastest rate over the forecast period, owing to factors such as the rising geriatric, an increase in the number of collaborations for product development, and geographic expansion of key players.

Major market player included in this report are:

Echo-Son SA

Esaote SpA

Exact Imaging

Fujifilm Holdings Corporation

General Electric Company (GE Healthcare)

KOELIS

Koninklijke Philips N.V.

Siemens AG

Sonablate Corp.

The Prometheus Group

Recent Developments in the Market:

In July 2023, Teleflex Incorporated, a leading manufacturer of medical technologies, revealed its acquisition of Palette Life Sciences AB. This strategic move is aimed at broadening Teleflex Incorporated's product portfolio, particularly in the interventional urology segment.

In December 2021, GE Healthcare announced the acquisition of BK Medical Holding Company, Inc., a prominent player in advanced surgical visualization, boasting a robust product portfolio within this market segment.

Global Transrectal Ultrasound Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Type, End-user, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

System

Transducer

By Type:

Cart/ Trolley-based

Portable

By Application:

Diagnostic

Image-guided Treatment

By End-user:

Hospitals

Diagnostic Laboratories

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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