

Global Color Ultrasonic Diagnostic Instrument Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Color Ultrasonic Diagnostic Instrument market size is expected to reach \$ 7533 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

A Color Ultrasonic Diagnostic Instrument, commonly referred to as a color ultrasound, is a medical imaging device centered on fully digital color Doppler ultrasound technology. It obtains two-dimensional anatomical information of human tissues and organs through ultrasound beam scanning, and uses the Doppler effect to display blood flow direction and velocity in real time with red and blue colors. From an industry perspective, this field encompasses three major product forms. Trolley-based color ultrasound systems are fully featured and powerful, serving as the primary equipment for comprehensive systemic examinations in ultrasound departments. Portable color ultrasound systems weigh less than 7 kilograms and are suitable for mobile diagnostic scenarios such as emergency rooms, ICUs, and grassroots outreach. Handheld color ultrasound systems connect to smartphones or tablets, enabling ultra-compact bedside rapid screening. Based on clinical application, they are mainly divided into general-purpose, cardiac, and obstetric/gynecological systems, with high-end OB/GYN systems requiring 4D probes to meet the clinical needs of fetal anomaly screening. In recent years, with the deep integration of artificial intelligence technology into ultrasound imaging and the accelerated implementation of medical equipment renewal policies, the Color Ultrasonic Diagnostic Instrument is evolving from a traditional auxiliary examination tool into a core infrastructure for clinical diagnosis and treatment decision-making.

Market Development Opportunities and Key Drivers

The global ultrasound market size is nearly 9 billion US dollars, with the Chinese market

accounting for approximately one quarter. National county-level medical community equipment renewal projects are accelerating, with Hebei, Jiangsu, Henan and other provinces successively disclosing ultrasound procurement plans exceeding 100 million yuan. Xinjiang alone plans to renew 1,777 devices, with a procurement budget of over 300 million yuan for color ultrasound systems. Artificial intelligence is redefining ultrasound as an industry consensus. United Imaging Healthcare, after six years of investment exceeding 600 million yuan, launched its uSONIQUE full series of ultrasound products equipped with an AI technology platform in November 2025, achieving self-developed core components including probes, main units, and circuit boards. Mindray has surpassed the former market leader among imported brands to become the number one domestic ultrasound market manufacturer, while domestic companies such as Sonoscape continue to increase their market share.

Market Challenges and Risks

The high-end market has long been dominated by multinational brands including GE Healthcare, Philips, and Siemens. In a recent procurement project at the Shunyi District Maternal and Child Health Hospital in Beijing, the winning bid price for a high-end color ultrasound system was 1.64 million yuan, with the brand being Philips and GE Healthcare. Compliance requirements on the procurement side are becoming increasingly stringent. A county-level medical community ultrasound procurement project in Hebei Province was canceled due to a bid challenge, with Philips subsequently awarded the contract at a higher price. Hebei, Heilongjiang, Guangdong and other provinces have successively introduced new regulations for handling government procurement disputes, clearly listing eleven categories of supplier challenge scenarios covering the entire procurement, evaluation, and award process. Furthermore, ultrasound is a discipline heavily dependent on experience, and the implementation of artificial intelligence technology is not an easy task, with all manufacturers competing from the same technological starting line.

Downstream Demand Trends

The Thousand Counties Project is driving an increase in equipment configuration rates at county-level hospitals, with medical equipment procurement scale at county-level hospitals growing by 52.48 percent year-on-year in the first quarter of 2025. Jiangsu, Henan, Fujian and other provinces have successively issued county-level medical community ultrasound procurement announcements covering multiple categories including general-purpose, OB/GYN, cardiac, and portable systems. The proportion of cataract surgeries performed in private hospitals continues to rise, and ultrasound, as a

routine configuration device for ophthalmology, obstetrics and gynecology, and cardiovascular departments, enjoys stable demand growth. The share of high-end and ultra-high-end ultrasound systems continues to increase, with Mindray's share of high-end and ultra-high-end models in its domestic ultrasound revenue having risen to 63 percent. Sonoscape stated in its 2024 annual report that the market share of domestic ultrasound is continuously increasing, breaking the monopoly position of imported brands in the high-end ultrasound segment.

Regional Trends

The global ultrasound market size is nearly 9 billion US dollars, with the Chinese market accounting for approximately 25 to 30 percent. United Imaging Healthcare has established an ultrasound research and development center and an overseas ultrasound marketing team in Seattle, USA, and plans to launch its full line of ultrasound products at the annual meeting of the Radiological Society of North America in early December 2025. The European market imposes stricter technical standards and clinical requirements on ultrasound equipment, with Germany and France maintaining leadership in ultrasound probe materials and signal processing. China and the broader Asia-Pacific region are the core growth engines of the global ultrasound market. The trend of domestic substitution is particularly evident in 2025, and United Imaging Healthcare's entry into the ultrasound field has completed the last piece of its medical imaging product portfolio.

This report studies the global Color Ultrasonic Diagnostic Instrument production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Color Ultrasonic Diagnostic Instrument and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Color Ultrasonic Diagnostic Instrument that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Color Ultrasonic Diagnostic Instrument total production and demand, 2021-2032, (K Units)

Global Color Ultrasonic Diagnostic Instrument total production value, 2021-2032, (USD Million)

Global Color Ultrasonic Diagnostic Instrument production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production

site)

Global Color Ultrasonic Diagnostic Instrument consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Color Ultrasonic Diagnostic Instrument domestic production, consumption, key domestic manufacturers and share

Global Color Ultrasonic Diagnostic Instrument production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Color Ultrasonic Diagnostic Instrument production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Color Ultrasonic Diagnostic Instrument production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Color Ultrasonic Diagnostic Instrument market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include GE Healthcare, Philips, Siemens Healthineers, Alpinion, Canon Medical Systems, Samsung Medison, Esaote, Terason, Sonosite, Mindray, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Color Ultrasonic Diagnostic Instrument market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Color Ultrasonic Diagnostic Instrument Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Color Ultrasonic Diagnostic Instrument Market, Segmentation by Type:

Trolley-Based Color Ultrasound

Tablet-Based Color Ultrasound

Handheld Color Ultrasound

Global Color Ultrasonic Diagnostic Instrument Market, Segmentation by Technology:

Fully Digital Color Ultrasound

Analog-Digital Hybrid Color Ultrasound

Global Color Ultrasonic Diagnostic Instrument Market, Segmentation by Scanning Mode:

Linear Array Type

Convex Array Type

Phased Array Type

Mechanical Sector Type

Global Color Ultrasonic Diagnostic Instrument Market, Segmentation by Probe Connection:

Wired Probe Type

Wireless Probe Type

Global Color Ultrasonic Diagnostic Instrument Market, Segmentation by Application:

Organ Imaging

Cardiac Diagnosis

Maternal and Child Health

Companies Profiled:

GE Healthcare

Philips

Siemens Healthineers

Alpinion

Canon Medical Systems

Samsung Medison

Esaote

Terason

Sonosite

Mindray

SIUI

SonoScape

Chison

Edan

Key Questions Answered:

1. How big is the global Color Ultrasonic Diagnostic Instrument market?
2. What is the demand of the global Color Ultrasonic Diagnostic Instrument market?
3. What is the year over year growth of the global Color Ultrasonic Diagnostic Instrument market?
4. What is the production and production value of the global Color Ultrasonic Diagnostic Instrument market?
5. Who are the key producers in the global Color Ultrasonic Diagnostic Instrument market?
6. What are the growth factors driving the market demand?

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