

# U.S. Medical Imaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The U.S. Medical Imaging Market was valued at USD 15.1 billion in 2024 and is estimated to grow at a CAGR of 5.2% to reach USD 24.9 billion by 2034.

Market growth is largely driven by the increasing prevalence of chronic illnesses, continuous innovation in imaging technology, and the country's rising healthcare expenditure. Advanced imaging systems are now integral to modern diagnostics and clinical workflows, providing detailed internal visuals necessary for early detection, monitoring, and tailored treatment of serious health conditions. As more Americans live with diseases like cancer, cardiovascular conditions, and neurodegenerative disorders, demand for precise and non-invasive imaging continues to rise. Medical imaging plays a critical role in helping providers make timely, data-informed clinical decisions that lead to better outcomes and cost-effective care. The ongoing push for improved diagnostic accuracy and preventative care has further accelerated investments in digital imaging infrastructure. Rising public and private healthcare spending in the U.S. is supporting access to next-generation imaging modalities and broader diagnostic service coverage. As a result, the medical imaging landscape is becoming more advanced, patient-centric, and essential in supporting evolving clinical needs across outpatient centers, specialized diagnostic clinics, and hospitals.

The X-ray imaging devices segment was valued at USD 4.6 billion in 2024 and is projected to reach USD 7.4 billion by 2034, growing at a CAGR of 4.9% during 2025-2034. X-ray systems remain foundational to diagnostic imaging as they allow for accurate, fast visualization of internal body structures such as bones, organs, and tissues. Their cost-effectiveness and clinical versatility have ensured their continued adoption in both primary care and emergency settings. Technological

upgrades—particularly the shift to digital and portable X-ray systems—are fueling growth in this segment by offering improved image clarity, faster turnaround times, and increased mobility. Wireless and compact models are gaining traction, especially among healthcare providers seeking flexibility and speed.

The Hospitals segment held a 52.6% share in 2024. This dominance is attributed to their comprehensive imaging capabilities and access to advanced technologies such as CT scans, MRI machines, ultrasound systems, and digital radiography. Hospitals remain key hubs for diagnosing complex health conditions, offering integrated imaging services that support surgical planning, oncology treatment, and emergency medicine. Increasing patient volumes across both inpatient and outpatient services are also pushing hospitals to invest in faster, high-performance imaging systems to meet growing demand. Additionally, hospitals continue to lead in adopting new diagnostic innovations due to better funding, specialized departments, and infrastructure capable of supporting large-scale imaging operations.

Leading companies active in the U.S. Medical Imaging Market include Canon Medical Systems, GE HealthCare Technologies, Fujifilm Holdings, Siemens Healthineers, and Koninklijke Philips. These players are advancing imaging technologies and expanding access through innovative solutions. To stay competitive, major companies in the U.S. medical imaging market are heavily focused on innovation, AI integration, and workflow automation. Firms like Siemens Healthineers and GE HealthCare Technologies are investing in AI-based imaging tools that enhance diagnostic accuracy and reduce interpretation time. Many companies are also developing portable and mobile imaging systems to increase point-of-care access. Strategic collaborations with hospitals and imaging centers are helping these players expand their footprint. Additionally, firms are upgrading cloud-based imaging platforms to support remote diagnostics and teleradiology.

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