

# **Veterinary ECG Systems Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034**

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## **Abstracts**

The Global Veterinary ECG Systems Market was valued at USD 104.8 million in 2024 and is projected to expand at a CAGR of 6.5% from 2025 to 2034. This growth is fueled by the increasing global animal population, a rising prevalence of chronic diseases in pets, and heightened demand for veterinary diagnostic and monitoring devices. As disposable incomes in developing nations increase, pet owners are willing to invest more in veterinary care, contributing to market expansion. The adoption of advanced diagnostic tools, including ECG systems, is increasing as cardiac conditions become more prevalent among animals. Technological advancements, including wireless ECG systems and handheld devices, are transforming the veterinary sector. Investments in improved veterinary infrastructure, a growing number of animal clinics, and rising pet insurance penetration are further driving market growth. Companies in the industry are developing innovative solutions to improve accessibility to veterinary diagnostics, enhancing the overall outlook for the market.

The market is segmented based on product, modality, technology, usage, animal type, and end use. The ECG systems segment held the highest market share, reaching USD 86.6 million in 2024. The demand for ECG systems continues to rise as veterinarians increasingly diagnose cardiac conditions such as arrhythmias and congenital heart diseases. Portable and wireless ECG systems are gaining traction due to their ability to provide real-time heart monitoring. The market also benefits from technological advancements aimed at making cardiac diagnostics more efficient.

Regarding modality, benchtop ECG systems led the market with a 57.6% share in 2024. These systems are widely adopted in veterinary settings due to their ability to record multi-channel ECG readings, offering precise cardiac assessments for different animal

species. Benchtop devices integrate seamlessly with other diagnostic equipment, optimizing workflow efficiency and improving clinical decision-making. Their durability makes them well-suited for high-case-load practices and critical care settings.

Digital ECG systems accounted for 62.9% of the market share in 2024 and are projected to grow at a CAGR of 6.9% during the forecast period. Veterinarians prefer digital systems due to their ease of storage, real-time tracking capabilities, and integration with practice management software. Telemedicine adoption in veterinary care has further increased demand for digital ECG devices, which facilitate remote consultations and data sharing. The incorporation of AI and cloud-based storage into digital ECG systems is improving diagnostic accuracy and operational efficiency.

Resting ECG systems dominated the market in 2024 and are expected to reach USD 103.3 million by 2034. Widely used in veterinary hospitals and clinics, these devices provide quick and accurate assessments of rhythm disturbances and other heart conditions. The rising incidence of heart disease in pets and greater awareness among pet owners about cardiac health are driving segmental growth.

The small companion animal segment held the largest share, valued at USD 66.1 million in 2024 and is projected to reach USD 127.2 million by 2034. The increasing population of pet dogs and cats, coupled with a rising prevalence of chronic diseases, is driving demand for veterinary ECG systems. Studies indicate that cardiovascular diseases affect a significant percentage of examined pets, reinforcing the need for reliable diagnostic solutions.

Veterinary hospitals and clinics captured the highest market share in 2024, with growth expected at a CAGR of 6.8% from 2025 to 2034. These establishments handle a large volume of animal visits and require sophisticated diagnostic tools. The availability of skilled veterinary professionals further supports the segment's expansion, as pet owners prefer these facilities for advanced care.

North America led the global veterinary ECG systems market with a 38% share in 2024. The US market reached USD 34.9 million in 2023, growing from USD 33.6 million in 2022. The region's high pet ownership rates and access to advanced veterinary services continue to fuel demand for ECG systems.

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