

Veterinary Ultrasound Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Veterinary Ultrasound Market was valued at USD 474.9 million in 2024 and is estimated to grow at a CAGR of 6.8% to reach USD 899.1 million by 2034, driven by several key factors. Increasing rates of animal diseases and disorders are prompting the need for advanced diagnostic tools to improve animal healthcare. Additionally, growing awareness among pet owners about the importance of early diagnosis and treatment has further spurred the demand for these technologies. The rising rates of pet adoption, coupled with the expansion of livestock farming, have also increased the need for regular health monitoring to ensure optimal productivity and welfare. Technological innovations, such as portable ultrasound devices and integration with telemedicine platforms, are significantly contributing to market growth. Furthermore, an increased focus on animal welfare, along with rising spending on animal healthcare, is expected to continue driving the market forward.

Veterinary ultrasound offers significant advantages in animal healthcare, providing veterinarians with a detailed and accurate view of an animal's internal health without the need for invasive procedures. By emitting high-frequency sound waves that bounce off internal structures, the device generates real-time, visual images that can be easily interpreted to assess various conditions. These images help diagnose a variety of ailments, such as heart disease, kidney disorders, reproductive issues, and gastrointestinal problems, enabling veterinarians to make timely and precise treatment decisions.

In 2024, the 2D ultrasound was valued at USD 202.8 million. 2D ultrasound devices are popular for their ability to produce real-time images that assist in diagnosing various conditions in animals. The affordability, simplicity, and effectiveness of 2D ultrasound

make it a favored choice among veterinarians, especially for applications such as pregnancy detection and abdominal imaging. The segment is expected to continue thriving, fueled by advancements in portable 2D ultrasound devices that offer greater flexibility for both field-based and clinical use.

The equipment segment accounted for 66.1% share in 2024, driven by a growing need for advanced diagnostic imaging solutions in animal healthcare. Veterinary clinics and animal hospitals are increasingly adopting ultrasound technology, particularly for early disease detection and improving animal welfare. Manufacturers are enhancing their offerings with features like 3D/4D imaging and Doppler technology, further boosting the appeal of ultrasound equipment in the market.

U.S. Veterinary Ultrasound Market was valued at USD 169.3 million in 2024. The country's well-established healthcare infrastructure, widespread use of non-invasive diagnostic tools, and rising awareness about pet health have positioned it as a major player in the global market. The high demand for ultrasound devices is driven by an increasing number of veterinary clinics and hospitals, as well as a growing awareness of pet diseases and the importance of early detection.

Leading players in the Global Veterinary Ultrasound Market include GE Healthcare, Clarius, Esaote, Fujifilm Sonosite, and Avante Animal Health. These companies are focusing on improving product offerings and expanding their market presence. Key strategies employed include the development of innovative ultrasound technologies, partnerships with veterinary clinics and hospitals, and investments in mobile ultrasound solutions to cater to field-based applications. Companies are also emphasizing the integration of advanced features such as wireless connectivity and compatibility with telemedicine platforms to meet the growing demand for remote diagnostics and real-time consultation. Additionally, these players are expanding their distribution networks to penetrate emerging markets and capitalize on the increasing adoption of veterinary ultrasound across different regions.

Companies Mentioned

Avante Animal Health, BMV Medtech Group, Clarius, Esaote, EDAN Instruments, Fujifilm Sonosite, GE Healthcare, Heska Corporation, IMV Imaging, Lepu Medical Technology, Samsung Healthcare, Shenzhen Mindray Animal Medical Technology, SonoStar Medical, Siemens Healthineers, Vinno Technology

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