

# **3D Ultrasound Market Size, Share & Trends Analysis Report By Application (General Imaging, Cardiovascular, POC), By End Use (Handheld, Cart/Trolley), By Region (North America, Europe, APAC, Latin America, MEA), And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **3D Ultrasound Market Growth & Trends**

The global 3D ultrasound market size is expected to reach USD 4.8 billion by 2027, expanding at a CAGR of 6.6%, according to a new report by Grand View Research, Inc. Increasing preference for noninvasive diagnostic procedures coupled with continuous technological advancement in the field of 3D imaging is contributing to market growth. The advent of Artificial Intelligence (AI) and machine learning have improved the patient outcome.

AI can conduct a quantitative assessment by analyzing imaging information automatically and produce precise imaging diagnosis. The potential use of AI technology in the 3D ultrasound pipeline includes image and data interpretation, multi transducer technologies, image navigation, and quality optimization. Moreover, rising usage of imaging technology in various applications such as cardiology, general imaging, gynecology, and point of care are also contributing to market growth.

The market is expected to witness high demand for point of care 3D ultrasound. Major factors contributing to the growth are a miniaturization of technology and lower system cost. Furthermore, an increasing number of product launches and continuous

technological collaboration among major players in the industry are also boosting the market growth. For instance, in November 2019, Philips Launched EPIQ Elite ultrasound system for gynecology and general imaging. The device combines 3D and 4D imaging and would improve patients' clinical outcomes.

### 3D Ultrasound Market Report Highlights

Based on the application, the general imaging segment dominating the market owing to the increasing number of product launches

Based on end-use, the handheld segment is expected to grow at the fastest pace over the forecast period due to the rise in point of care facilities

North America was the leading regional segment in 2019 and is expected to maintain its position during the forecast period, owing to the presence of various market leaders and continuous technological advancement in the region.

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