

Obstetrics & Gynecology Ultrasound Devices Market Size, Share & Trends Analysis Report By Product (2D Ultrasound, 3D/4D Ultrasound), By Portability (Cart/Trolley-Based, Portable/Handheld), By End Use, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/O9729A7C3C7DEN.html>

Date: February 2025

Pages: 200

Price: US\$ 5,950.00 (Single User License)

ID: O9729A7C3C7DEN

Abstracts

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Market Size & Trends

The global obstetrics & gynecology ultrasound devices market size was estimated at USD 2.13 billion in 2024 and is projected to grow at a CAGR of 4.94% from 2025 to 2030. The growth of the obstetrics & gynecology ultrasound devices industry can be attributed to the increasing prevalence of gynecological and obstetric disorders, such as uterine fibroids, ovarian cysts, and high-risk pregnancies, creating a demand for early and accurate diagnoses. Technological advancements, such as 3D/4D imaging and high-resolution image quality, improve diagnostic accuracy and visualization of fetal anatomy.

In addition, the increasing demand for advanced diagnostic technologies in women's healthcare further fuels the market's growth.

These systems allow healthcare professionals to monitor and assess the health of pregnant women, providing crucial information on fetal development, placental health, and potential complications. As awareness grows regarding the importance of early detection and prevention of gynecological and obstetric conditions, the demand for ultrasound systems with improved imaging capabilities and advanced features continues to grow. This is further supported by the increasing emphasis on prenatal care and fetal health monitoring, with ultrasound devices playing a crucial role in prenatal screenings to ensure the well-being of pregnant women.

Technological advancements in ultrasound technology significantly contribute to the

growth of the OB-GYN ultrasound systems industry. Innovations such as high-resolution image quality, 3D/4D imaging, and advanced software features enhance diagnostic accuracy and provide better visualization of fetal anatomy and maternal structures. For instance, in October 2024, GE Healthcare launched the Versana Premier ultrasound system. It offers AI-enabled tools to enhance workflow, clinical efficiency, and accuracy. It's designed for diverse specialties, such as OB-GYN and cardiology, with various features, including Whizz for real-time image optimization and AI-powered labeling. The Versana Premier provides high-quality imaging and aims for simplified diagnostics. Such advancements enable more precise and detailed assessments, improving the ability to detect abnormalities and ensure appropriate treatment and management.

The obstetrics & gynecology ultrasound devices industry growth is also fueled by the increasing healthcare expenditure in developing countries, leading to the establishment of new hospitals and medical centers. For instance, in November 2024, New Mexico announced an investment of USD 5.4 million in rural health, with significant funds allocated for maternal care. Multicultural Evaluation and Consultation Associates, LLC is expected to receive USD 1.6 million to enhance maternal health coordination in Doña Ana, Curry, Lea, Chaves, Quay, and Roosevelt counties. The initiative addresses the unique challenges faced by rural communities in accessing quality healthcare. Such investment and expansion of healthcare infrastructure for maternal care creates significant opportunities for market growth.

Global Obstetrics & Gynecology Ultrasound Devices Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global obstetrics & gynecology ultrasound devices market report based on product, portability, end use, and region:

Product Outlook (Revenue, USD Million, 2018 - 2030)

2D Ultrasound

3D/4D Ultrasound

Doppler Ultrasound

Portability Outlook (Revenue, USD Million, 2018 - 2030)

Cart/Trolley

Portable/Handheld

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Hospitals

Diagnostic Centers

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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