

# **U.S. Animal Ultrasound Market Size, Share & Trends Analysis Report By Solution (Equipment, Accessories/Consumables, PACS), By Animal, By Type, By Technology, By Application, By End Use, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Summary

The U.S. animal ultrasound market size was estimated at USD 132.72 million in 2024 and is projected to reach USD 245.08 million by 2033, growing at a CAGR of 7.19% from 2025 to 2033. The market growth is primarily driven by the expanding applications of ultrasound within the veterinary sector, a rising companion animal population, coupled with enhanced adoption rates, growing awareness of animal healthcare, and increasing adoption of pet insurance.

Moreover, ongoing and increasingly frequent webinars, training programs, and virtual continuing education sessions focused on animal ultrasound are creating substantial growth opportunities for the veterinary ultrasound market. These training programs help veterinarians, technicians, and students enhance their diagnostic imaging skills, boosting their confidence and encouraging them to incorporate ultrasound into their regular clinical practice. For example, Esaote has scheduled a webinar called ?Ultrasound Examination of the Chicken Coelom? in the U.S. on November 20, 2025. This training session is designed to help veterinary professionals better understand how to apply ultrasound technology to evaluate critical coelomic organs in chickens, both in normal physiological conditions and in the presence of disease. By offering such species-specific and clinically focused education, the event supports broader adoption of ultrasound in avian medicine and reinforces the growing need for advanced imaging tools across diverse veterinary practice areas.

Furthermore, according to an article published by Michigan State University, in November 2025, Ultrasound has become a key tool for managing reproduction in small ruminants, helping farmers accurately detect pregnancies, determine gestational age, and estimate litter size. This allows them to use resources more efficiently and maintain healthier flocks or herds. Recent improvements in B-mode ultrasound units-like battery-powered portable designs, headset displays, water-assisted probes, and wireless streaming to tablets or smartphones-have made field scanning faster, easier, and more flexible. At the same time, newer devices provide better image quality even in affordable models, enabling earlier and more precise fetal checks on-site. These advances in portability, imaging, and cost-effectiveness are encouraging more widespread use of ultrasound in small ruminant reproduction, supporting better herd management.

The product pricing analysis for the U.S. animal ultrasound industry considers the cost structures associated with major solution categories, including console/cart-based systems, portable and handheld devices, transducers/probes, and consumables. Ultrasound prices differ widely depending on features, imaging quality, and portability. Lower-cost handheld devices are primarily used for on-farm pregnancy checks, while more expensive console systems in clinics offer advanced functions, such as Doppler and 3D/4D imaging. On top of the initial purchase, ongoing costs such as ultrasound gel, probe covers, cloud storage subscriptions, and yearly service contracts add to the total cost of ownership and create steady revenue streams for manufacturers and veterinary service providers.

## U.S. Animal Ultrasound Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. animal ultrasound market report based on animal, solution, type, technology, application, and end use:

Animal Outlook (Revenue, USD Million, 2021 - 2033)

Small Animals

Large Animals

Solution Outlook (Revenue, USD Million, 2021 - 2033)

Equipment

Console/Cart-Based Ultrasound

Portable/Handheld Ultrasound

Accessories/Consumables

PACS

Type Outlook (Revenue, USD Million, 2021 - 2033)

2-D Ultrasound Imaging

3-D/4-D Ultrasound Imaging

Doppler Imaging

Technology Outlook (Revenue, USD Million, 2021 - 2033)

Digital Imaging

Contrast Imaging

Application Outlook (Revenue, USD Million, 2021 - 2033)

Orthopedics

Cardiology

Oncology

Abdominal

Other Applications

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Veterinary Hospitals & Clinics

## Other End Use

**This report can be delivered to the clients within 2 Business Days**

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