

U.S. CT And MRI Contrast Media Market Size, Share & Trends Analysis Report By Modality (CT, MRI), By Product (Gadolinium-based Contrast Media, Iodinated Contrast Media), By Application, By Route Of Administration, By End-use, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. CT and MRI Contrast Media Market Growth & Trends

The U.S. CT and MRI contrast media market size is anticipated to reach USD 3.17 billion by 2030, expanding at a CAGR of 7.23% from 2025 to 2030, based on a new report by Grand View Research, Inc. This growth can be attributed to the growing competition among the market participants, rising research activities, and the increasing number of clinical trials and studies. Moreover, the rising focus of industry players on product approvals is anticipated to propel market growth in the coming years.

For instance, in June 2023, Ultravist, an iodine-based contrast agent from Bayer, received approval from the U.S. Food and Drug Administration for contrast-enhanced mammography. Ultravist is also indicated for contrast computed tomography of the body and head to evaluate non-neoplastic and neoplastic lesions in adults and pediatric patients aged 2 years and older. Thus, increasing FDA approvals of CT and MRI contrast agents is anticipated to propel the U.S. market growth in the coming years.

Currently, multiple clinical studies are examining the efficacy and utility of contrast agents in various CT and MRI examinations used for several chronic conditions. For

instance, the University of Massachusetts in Worcester sponsors a clinical trial that has enrolled 258 participants. This trial compares two macrocyclic gadolinium-based contrast agents, gadobutrol (Gadavist) and gadoterate meglumine (Dotarem), for diagnosing breast diseases. The study is expected to be completed by March 2026. In addition, Emory University has been conducting a study since July 2024 to evaluate a targeted magnetic resonance imaging contrast agent in prostate cancer patients. Positive findings from these clinical studies are anticipated to increase the demand for CT and MRI contrast media in the U.S., contributing to the U.S. market growth.

U.S. CT And MRI Contrast Media Market Report Highlights

Based on modality, in 2024, the x-ray/ computed tomography segment dominated the market. However, the magnetic resonance imaging (MRI) segment is anticipated to grow fastest, with a CAGR of 8.52% over the forecast period.

On the basis of product, the iodinated contrast media segment dominated the U.S. CT and MRI contrast media market in 2024. On the other hand, the gadolinium-based contrast media segment is anticipated to grow fastest in the coming years.

Based on application, the neurological disorders segment held the largest revenue share of around 28.23% in the market in 2024. In contrast, the cardiovascular disorders segment is expected to grow fastest, with the highest CAGR over the forecast period.

On the basis of route of administration, the intravenous segment held the largest revenue share, around 52.96%, in the U.S. CT and MRI contrast media market in 2024. This segment is also expected to grow fastest, with the highest CAGR over the forecast period due to the availability of a wide range of products in the U.S. market.

On the basis of the end use, the hospital segment dominated the market and accounted for a revenue share of 59.92% in 2024. This segment is also expected to grow fastest over the forecast period.

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