

Global Veterinary Ultrasound Probe Market Growth 2026-2032

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Abstracts

The global Veterinary Ultrasound Probe market size is predicted to grow from US\$ 212 million in 2025 to US\$ 274 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

Veterinary ultrasound probes (transducers) are the core sensing components used in animal ultrasound systems to transmit acoustic energy into tissue and receive echoes that are converted into diagnostic images. They are critical because probe selection largely determines image quality, penetration depth, field-of-view, and exam workflow across species and anatomical targets, from small-animal abdominal scans to bovine reproductive work and equine tendon or cardiac assessments.

In the current market, global production is around 120,000 pcs, with an average selling price of about 1,800 USD per pcs EXW basis. While systems get most attention, probes are often the most failure-prone and utilization-intensive hardware, and clinics typically manage probe portfolios by modality (linear, convex, microconvex, phased, endocavitary/endorectal) and by workflow (wired vs wireless), making probe spend a recurring and operationally visible line item.

Upstream, performance and cost are driven by the transducer stack and its integration: piezoelectric elements and arrays, matching layers, backing materials, acoustic lens, shielding, cable/connector assemblies, and housing with sealing for repeated cleaning and disinfectants. Wireless probes add a tighter integration burden—battery management, thermal design, on-probe electronics, and stable data links—raising BOM cost and qualification complexity. Manufacturing barriers are less about exotic raw materials and more about precision, yield control, and reliability: element uniformity, bonding integrity, consistent acoustic response, EMC robustness, and long-term drift

under cleaning cycles. Downstream users include companion-animal clinics and referral hospitals, food-animal and reproductive service providers, equine practices, universities and research labs, and specialty or mobile veterinary services. Procurement is typically (1) bundled with a new ultrasound system (initial probe set), (2) incremental purchases to expand capability (e.g., adding a microconvex or phased probe), and (3) replacement buying when probes fail or degrade. In institutional settings, purchases may use written quotes or formal tenders; in private practice, distributors and OEM bundles dominate, with periodic replacement or upgrade decisions tied to utilization and service costs.

Industry gross margin for probe hardware is typically around 38%, supported by technical qualification hurdles, brand compatibility constraints, and the service ecosystem around imaging platforms. The supplier landscape is moderately fragmented across global imaging OEMs and specialized veterinary-focused providers, with regional players and China-based manufacturers competing strongly in portable and value segments; Top 5 suppliers control approximately 45 percent of global revenue (CR5). Demand is concentrated where veterinary service intensity is highest—North America, Europe, and China—while growth in the broader “Indo-Pacific excluding China” is supported by expanding companion-animal care, livestock productivity management, and mobile veterinary services. Over 2026–2032, key trends include higher penetration of handheld and wireless probes, wider use of multi-frequency broadband designs, increased attention to cleaning durability and infection control, and tighter interoperability and quality assurance expectations. The most persistent bottlenecks are reliability under harsh cleaning regimens, supply consistency of precision components, and the cost-performance tradeoff between premium image quality and affordable, scalable probe portfolios for multi-species practice.

LP Information, Inc. (LPI) ' newest research report, the “Veterinary Ultrasound Probe Industry Forecast” looks at past sales and reviews total world Veterinary Ultrasound Probe sales in 2025, providing a comprehensive analysis by region and market sector of projected Veterinary Ultrasound Probe sales for 2026 through 2032. With Veterinary Ultrasound Probe sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Veterinary Ultrasound Probe industry.

This Insight Report provides a comprehensive analysis of the global Veterinary Ultrasound Probe landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on

Veterinary Ultrasound Probe portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Veterinary Ultrasound Probe market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Veterinary Ultrasound Probe and breaks down the forecast by Array Geometry, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Veterinary Ultrasound Probe.

This report presents a comprehensive overview, market shares, and growth opportunities of Veterinary Ultrasound Probe market by product type, application, key manufacturers and key regions and countries.

Segmentation by Array Geometry:

Linear Array Probe

Convex Array Probe

Microconvex Array Probe

Phased Array Probe

Endocavitary or Endorectal Probe

Segmentation by Connectivity:

Wired Probe

Wireless Probe

Segmentation by Application:

Companion Animal Practice

Food Animal Practice

Equine Practice

Exotic and Zoo Animal Care

Academic and Research Use

Other Veterinary Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Esaote

Mindray Animal Medical

SonoScape

CHISON

Drami?ski

E.I. Medical Imaging

WELLD

SIUI

Dawei Veterinary Medical

EDAN

Butterfly Network

Clarius

FUJIFILM VisualSonics

SonoStar

Bionet

Key Questions Addressed in this Report

What is the 10-year outlook for the global Veterinary Ultrasound Probe market?

What factors are driving Veterinary Ultrasound Probe market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Veterinary Ultrasound Probe market opportunities vary by end market size?

How does Veterinary Ultrasound Probe break out by Array Geometry, by Application?

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