

United States Ultrasound Devices Market Assessment, By Product Type [Diagnostic Ultrasound Systems, Therapeutic Ultrasound], By Portability [Trolley/Cart-Based, Compact/Handheld], By Display [Coloured, Black and White], By End-user [Hospitals, Diagnostic center, Ambulatory Care Centres, Surgical Centres, Others], By Application [Radiology, Cardiology, Obstetrics & Gynaecology, Gastroenterology, Urology, Others], By Distribution Channel [Online, Offline (Distributor, Manufacturer, Others)], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

United States Ultrasound Devices Market size was valued at USD 2.81 billion in 2022, which is expected to reach USD 4.48 billion in 2030 with a CAGR of 6.01% for the forecast period between 2023 and 2030F. The United States ultrasound devices market plays a vital role in the nation's healthcare industry, providing indispensable diagnostic imaging solutions across various medical specialties. Offering non-invasive and radiation-free real-time imaging, ultrasound devices have become invaluable tools for diagnosing and monitoring various medical conditions. The market has experienced consistent growth due to the increasing prevalence of chronic diseases, a burgeoning geriatric population, and ongoing advancements in ultrasound technology. Recent developments have further fuelled market expansion, with the rising demand for point-of-care ultrasound (POCUS) devices emerging as a significant driver. POCUS enables medical professionals to conduct bedside assessments promptly, proving invaluable in emergency and critical care settings. The adaptability and portability of POCUS devices

have led to their increased adoption in diverse healthcare facilities.

Technological innovations have also shaped the market landscape significantly. Cutting-edge features like 3D/4D imaging, elastography, and contrast-enhanced ultrasound have enhanced diagnostic accuracy and broadened the scope of applications, driving further market growth. Moreover, the COVID-19 pandemic has accelerated the adoption of telemedicine and remote diagnostics, positively influencing the market. As healthcare providers seek efficient and safe ways to deliver care while minimizing in-person interactions, the demand for remote ultrasound solutions has surged, contributing to the market's continued expansion. As a result, the United States ultrasound devices market is poised for continued growth and innovation, serving as a crucial pillar in modern healthcare practices.

For example, in 2022, GE Healthcare launched a significant product by introducing the Voluson™ Expert 22. This advanced ultrasound device is designed to provide cutting-edge imaging capabilities, catering specifically to the needs of obstetrics and gynecology applications. With state-of-the-art features and enhanced image quality, the Voluson™ Expert 22 aims to offer healthcare professionals improved diagnostic accuracy and efficiency in women's healthcare.

Growing Awareness and Screening Programs

Growing awareness and screening programs for various medical conditions are expected to drive demand for ultrasound devices in the United States. For example, breast cancer screening programs increasingly rely on ultrasound as a non-invasive alternative to mammography. Ultrasound can also be used to monitor the progression of heart disease and identify potential issues before they become more serious. Additionally, ultrasound is commonly used in obstetrics to monitor fetal development during pregnancy. As awareness of the benefits of ultrasound screening programs continues to grow, demand for ultrasound devices is expected to increase. This trend will likely be driven by an aging population and increasing emphasis on preventative care.

Increased Adoption of Portable Ultrasound Devices

The United States Ultrasound Devices Market has witnessed a significant surge in the recent adoption of portable ultrasound devices. The increased popularity of these devices can be attributed to their portability, versatility, and point-of-care capabilities. Portable ultrasound machines have enabled healthcare professionals to bring

diagnostic imaging directly to the patient's bedside, offering real-time assessments in critical and emergencies. The convenience of these devices has extended their applications beyond traditional healthcare settings, making them valuable tools in remote and underserved areas, ambulances, and field hospitals. Moreover, advancements in portable ultrasound technology, such as wireless connectivity and improved image quality, have further contributed to their widespread adoption. As the demand for point-of-care solutions continues to grow, portable ultrasound devices are expected to play an increasingly significant role in the United States' ultrasound devices market.

For instance in 2023, Mindray introduced the MX8 MSK Ultrasound Machine, a state-of-the-art portable medical device. This ultrasound machine is specifically designed for musculoskeletal (MSK) imaging, enabling healthcare professionals to examine joints, tendons, ligaments, and muscles efficiently. Its portability allows for enhanced mobility and accessibility, making it an invaluable tool in various clinical settings, including sports medicine, orthopaedics, and rehabilitation. The MX8 MSK Ultrasound Machine offers advanced imaging capabilities, facilitating accurate diagnosis and treatment planning for patients with musculoskeletal conditions.

Technological Advancements

The Market has witnessed remarkable technological advancements that have revolutionized the field of medical imaging. One of the key developments is the introduction of 3D/4D ultrasound technology, providing detailed, real-time volumetric imaging, enabling better visualization of complex anatomical structures, and enhancing diagnostic accuracy. Additionally, integrating artificial intelligence (AI) and machine learning algorithms has led to the automation of image analysis, improving efficiency, and reducing the dependency on operator skills. Moreover, advancements in transducer technology have resulted in higher image resolutions and improved penetration, enabling better imaging of deeper structures. Wireless and handheld ultrasound devices have also gained prominence, offering portability and convenience for point-of-care applications. Furthermore, the fusion of ultrasound with other imaging modalities, such as CT and MRI, has facilitated multi-modal imaging, allowing for a more comprehensive assessment of patient conditions. These technological innovations are driving the United States ultrasound devices market towards improved patient care and more efficient healthcare delivery.

For example, in 2022, Samsung made a significant breakthrough by introducing the 'V7,' their latest and most versatile ultrasound system. This cutting-edge device

integrates advanced technology, enhancing image resolution, improved penetration, and innovative features for precise and reliable diagnoses. The V7 ultrasound system's adaptability allows it to cater to a wide spectrum of medical applications, making it a valuable asset for various specialties and raising the medical imaging standard for healthcare professionals. The 'V7' is set to revolutionize ultrasound diagnostics and patient care with its capabilities.

Impact of COVID-19

The pandemic had a significant impact on the market. During the initial phases of the pandemic, there was an increased demand for medical equipment, including ultrasound machines, to aid in diagnosing and monitoring COVID-19 patients. However, the widespread disruption caused by the pandemic also affected the supply chain, leading to ultrasound device manufacturing, transportation, and delivery delays. Non-urgent medical procedures were postponed, leading to a temporary decline in demand for certain ultrasound examinations. Additionally, financial constraints faced by healthcare facilities due to the pandemic's economic impact may have affected their purchasing decisions. On the other hand, the pandemic also accelerated the adoption of telemedicine and remote ultrasound solutions. As the healthcare industry adapts to the post-pandemic landscape, the ultrasound devices market will likely see demand patterns and innovation shifts towards more accessible and remote diagnostic solutions.

Impact of Russia-Ukraine War

The Russia-Ukraine war had the potential to impact the United States ultrasound devices market in several ways. Firstly, the conflict disrupted the global supply chain for medical equipment, including ultrasound devices, as both Russia and Ukraine are significant producers and exporters of electronic components. This disruption led to shortages and price fluctuations, affecting the affordability and availability of ultrasound machines in the U.S. Additionally, geopolitical tensions and economic uncertainties resulting from the war may influence investment decisions in the healthcare sector, potentially affecting research, development, and innovation in ultrasound technology.

Key Player Landscape and Outlook

The United States Ultrasound Devices market is highly competitive, with a number of established and emerging players vying for market share. The companies offer a range of ultrasound machines for different medical applications, including general imaging, obstetrics and Gynaecology, Cardiology, and Urology. In addition to these larger

players, some several smaller companies and startups are focused on developing specialized ultrasound technologies or targeting niche markets. To remain competitive, companies in the United States ultrasound devices market are focused on innovation, improving the performance and capabilities of their products, and expanding their distribution and marketing channels to reach a wider customer base.

For instance, Koios Medical's ultrasound-reading AI, recently approved by the FDA, is a groundbreaking technology that can swiftly identify breast and thyroid cancer within just two seconds. By utilizing artificial intelligence algorithms, the system analyses ultrasound images and compares them to an extensive database of past diagnoses, ensuring rapid and accurate results. This FDA clearance represents a significant advancement in medical imaging, potentially leading to earlier cancer detection, improved patient outcomes, and enhanced efficiency in healthcare settings.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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