

# Contrast Media Market by Type (Iodinated Contrast Media), Form (Liquid, Powder), Modality (X-ray, CT, MRI, Ultrasound), Route of Administration (Oral, Rectal), Indication (Cancer, Neurological, GI, Musculoskeletal Disorders) - Global Forecast to 2029

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## Abstracts

The contrast media market is valued at an estimated USD 6.3 billion in 2023 and is projected to reach USD 9.7 billion by 2029 at a CAGR of 7.5% during the forecast period. Contrast media are chemical reagents that are administered to patients undergoing radiology imaging procedures to gain enhanced images and better results of the procedure. Patients with chronic conditions often require require diagnosis, imaging forms a major part of their treatment. Hence, with an increase in the prevalence of chronic conditions, the procedures that need contrast media are also expected to increase, hence enabling market growth.

“Computed Tomography (CT) segment is projected to witness highest growth rate in the contrast media market, by modality, during the forecast period.”

The contrast media market is segmented into X-ray, CT, MRI, and Ultrasound, on the basis of modality. The CT segment in contrast media is experiencing significant growth, owing to rise in the number of CT examinations that need the use of contrast media, coupled with its benefits such as, high resolution imaging, applications across broad areas such as CVD, cancer, GI diseases, and neurological conditions, among others.

“Interventional Radiology segment is projected to register highest growth rate in the contrast media market, by application, during the forecast period.”

The global contrast media market is bifurcated into radiology, interventional radiology,

and interventional cardiology, based on application. The interventional radiology segment is expected to grow at the highest rate within the contrast media market. The surge in demand for interventional radiology procedures is attributed to various factors such as introduction of sophisticated technologies among CT, MRI and ultrasound modalities, coupled with rise in the preference for minimally invasive procedures for the diagnosis of various medical conditions.

“Asia Pacific: The fastest-growing region contrast media market.”

The global contrast media market is segmented into North America, Europe, the Asia Pacific, and Rest of the World. The Asia Pacific region is projected to register the highest CAGR during the forecast period. Emerging economies in the Asia Pacific region such as China and India have been significantly investing in the development of their existing healthcare infrastructure, coupled with the rising prevalence of chronic conditions. These factors are anticipated to provide growth opportunities for contrast media companies operating in this region.

The break-up of the profile of primary participants in the contrast media market:

By Company Type: Tier 1 - 35%, Tier 2 - 40%, and Tier 3 – 25%

By Designation: C-level - 45%, D-level - 29%, and Others - 26%

By Region: North America - 35%, Europe - 27%, Asia Pacific - 32%, Rest of the World- 6%

The key players in contrast media market are GE HealthCare (US), Bracco Imaging S.p.A. (Italy), Bayer AG (Germany), Guerbet (France), Lantheus Medical Imaging (US), Unijules Life Sciences Ltd. (India), JB Pharma (India), Sanochemia Pharmazeutika (Germany), TAEJOON PHARM Co., Ltd. (South Korea), Jodas Expoin (India), iMax Diagnostic Imaging Limited (Ireland), YZJ Group (China), Livealth Biopharma Pvt. Ltd. (India), Unispire Biopharma Private Limited (India), Acro Lifesciences (I) Pvt. Ltd. (India), Stanex Drugs & Chemical Pvt. Ltd. (India), Beijing Beilu Pharmaceutical Co., Ltd. (China), Rege Imaging & Cine Films Private Limited (India), K DIAM EXIM (India), Onko ?la? San. ve Tic. A.?. (Turkey), Fresenius Kabi (Germany), Biem ?la? San. ve Tic. A.?. (Turkey), and AdvaCare (US).

Research Coverage:

*Contrast Media Market by Type (Iodinated Contrast Media), Form (Liquid, Powder), Modality (X-ray, CT, MRI, Ult...*

This research report categorizes the contrast media market by type (iodinated contrast media, microbubble contrast media, gadolinium-based contrast media, and barium-based contrast media), form (liquid, powder, and other forms), modality (CT, X-ray, MRI, and ultrasound), route of administration (intravascular route, rectal route, oral route, and other routes of administration), indication (cancer, cardiovascular diseases, gastrointestinal disorders, neurological disorders, and musculoskeletal disorders, nephrological disorders), application (radiology, interventional radiology, and interventional cardiology), end user (hospital, clinics, and ambulatory surgical centers, and diagnostics imaging centers), and region (North America, Europe, Asia Pacific, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, opportunities, and challenges, influencing the growth of the contrast media market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products offered, key strategies; acquisitions, and partnerships. new product launches, and recent developments associated with the contrast media market. This report covers the competitive analysis of upcoming startups in the contrast media market ecosystem.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall contrast media market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (rising prevalence of chronic diseases, rising volume of CT and MRI examinations performed, growing number of approvals of contrast media, and rising number of diagnostic centers and hospitals), restraints (Side-effects and risks of allergic reactions associated with contrast media), opportunities (development of generic contrast media and increasing research on contrast media), and challenges (preference of alternative modalities that do not need contrast media and dearth of trained professionals) influencing the growth of the contrast media market

**Product Development/Innovation:** Detailed insights on research & development activities, and new product launches and approvals in the contrast media market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the contrast media market across varied regions.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the contrast media market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like GE HealthCare (US), Bracco Imaging S.p.A. (Italy), Bayer AG (Germany), Guerbet (France), Lantheus Medical Imaging (US) among others in the contrast media market strategies.

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