

# Portable Ultrasound Market by Product (Probes, System & Console, Software, Service), Platform (Trolley/Cart, Handheld, Laptop/Tablet), Application (Trauma, OB/GYN, Cardio, Vascular, Pediatric), End User (Hospital, Imaging Centers) - Global Forecast to 2030

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## Abstracts

The global portable ultrasound market is projected to reach USD 3.84 billion by 2030 from USD 2.49 billion in 2025, growing at a CAGR of 9.0% during the forecast period. The increasing demand for point-of-care diagnostics has led to a rise in the need for portable ultrasound technology, particularly through the use of non-invasive imaging methods in various settings. This demand is largely driven by the growing prevalence of chronic and lifestyle-related diseases, highlighting the urgent need for prompt imaging solutions in clinical environments. Additionally, advancements in technology have enhanced imaging quality, making it more beneficial and appealing to hospitals, clinics, and remote healthcare providers. A greater emphasis on maternal health and a growing body of evidence supporting the use of portable ultrasound in emergency and intensive care settings are also contributing factors. As we continue to explore virtual healthcare solutions, we can anticipate a significant increase in interest in home-based care and telemedicine.

"The transducers/probes segment is expected to register the highest growth rate in the market during the forecast period."

Transducers/probes comprise the largest portion of the portable ultrasound market due to their essential and specialized role in acquiring images. Each transducer is specifically designed for a particular anatomy and depth, resulting in a variety of types,

such as linear transducers for superficial anatomy, curvilinear transducers for deeper organs, and phased array transducers for cardiac applications. This variety is necessary to address a wide range of clinical uses.

Typically, a single portable ultrasound system requires multiple unique probes to fully utilize its diagnostic capabilities. Additionally, transducers are highly engineered devices that incorporate sophisticated piezoelectric components and advanced materials, making them quite expensive on a per-unit basis. Their susceptibility to wear and tear from heavy use and the need for sterilization leads to frequent replacement, which further solidifies their dominant presence in the portable ultrasound industry.

“The trauma & emergency care segment commanded the largest market share in 2024.”

Trauma & emergency care account for the largest market share in the portable ultrasound market due to the critical need for rapid, real-time diagnostic imaging in urgent and time-sensitive situations. Portable ultrasound devices enable immediate assessment of internal injuries, bleeding, or organ damage at the point of care—whether in emergency rooms, ambulances, or disaster sites—without requiring patient transport to imaging departments. Their compact size, ease of use, and quick boot-up times make them ideal for fast decision-making in high-pressure environments. Additionally, protocols like FAST (Focused Assessment with Sonography in Trauma) have become standard practice in trauma care, further driving adoption. As emergency services expand globally, especially in developing regions and remote areas, the demand for portable ultrasound in trauma and emergency settings continues to grow, reinforcing its leading market share.

“Hospitals & surgical centers held the largest share of the portable ultrasound market in 2024, by end user.”

Hospitals & surgical centers are the primary end users in the portable ultrasound market due to their high patient volume, diverse diagnostic needs, and the perioperative infrastructure that supports various imaging procedures. These facilities frequently utilize portable ultrasound devices for point-of-care diagnostics, emergency situations, pre- and post-operative evaluations, and bedside imaging, particularly in intensive care units (ICUs) and operating rooms. The ability to perform rapid, reliable, and non-invasive scans without needing to move critically ill patients from their beds highlights the value of portable ultrasound in these settings. Additionally, the use of portable systems across routine workflows in cardiology, obstetrics, and musculoskeletal

imaging further enhances their adoption in these types of facilities.

“Asia Pacific is expected to register the highest growth rate in the market during the forecast period.”

The Asia Pacific region is anticipated to register the highest CAGR during the forecast period, driven by several key trends. The expanding healthcare infrastructure in countries like China, India, and those in Southeast Asia is facilitating the adoption of advanced medical technologies. Coupled with the rising prevalence of chronic diseases and an aging population, there is a growing demand for accessible and affordable diagnostic tools. Portable ultrasound devices are significantly less expensive than CT or MRI machines and traditional ultrasound systems, and they can be utilized in various settings. Additionally, newer devices are continually improving through advancements in artificial intelligence and wireless technology, enhancing both the functionality and appeal of portable ultrasound systems.

A breakdown of the primary participants referred to for this report is provided below:

By Company Type: Tier 1 (40%), Tier 2 (30%), and Tier 3 (30%)

By Designation: C-level Executives (55%), Directors (27%), and Others (18%)

By Region: North America (35%), Europe (32%), Asia Pacific (25%), Latin America (6%), and the Middle East & Africa (2%)

Prominent players in this market are Philips Healthcare (Netherlands), GE Healthcare (US), Canon Medical Systems Corporation (Japan), Siemens Healthineers (Germany), FUJIFILM Corporation (Japan), Hologic Inc.(US), Samsung Electronics Co., Ltd. (South Korea), Esaote SpA (Italy), Chison Medical Technologies Co., Ltd. (China), MobiSante Inc. (US), Clarius (Canada), MedGyn Products, Inc. (US), Promed Technology (China), and Neusoft Corporation (China), among others.

## **Research Coverage**

The portable ultrasound market is segmented by product, platform, application, end user, and region. Key factors influencing market growth include driving forces, restraints, opportunities, and challenges for stakeholders. The report also reviews the leading companies competing in the portable ultrasound market. A micro-level analysis

can be conducted to examine trends, growth opportunities, and contributions to the market. Additionally, it highlights potential revenue growth opportunities across various market segments in five major regions.

### **Key Benefits of Buying the Report**

The report is valuable for new entrants in the portable ultrasound market as it provides comprehensive information about the market. This information is essential for understanding various investment opportunities. The report offers insights into both key and smaller players in the market, which can help in creating a solid basis for risk analysis when making investment decisions. It accurately segments the market by end users and regions, providing focused insights into specific market segments. Additionally, the report highlights key trends, challenges, growth drivers, and opportunities to support strategic decision-making through a thorough analysis.

### **The report provides insights into the following pointers:**

Key drivers (increasing prevalence of chronic diseases, growing demand for point-of-care diagnostics, technological advancements, and growing public and private investments, funding, and grants), restraints (unfavorable reimbursements and high operating costs), opportunities (integration of AI in portable ultrasound, high growth of emerging markets, and development of wearable and wireless ultrasound devices), and challenges (limited battery life and device durability and shortage of sonographers).

**Product Development/Innovation:** Emerging technologies in the space, R&D, recent product & service launches in the portable ultrasound market.

**Market Growth:** In-depth insights into the portable ultrasound market across varied geographies.

**Market Diversification:** Detailed analysis of new products, unexplored geographies, latest trends, and investments in the portable ultrasound market.

**Competitive Assessment:** Detailed assessment of market shares, product offerings, and leading strategies of key players, such as Philips Healthcare (Netherlands), GE Healthcare (US), Canon Medical Systems Corporation (Japan), Siemens Healthineers (Germany), and FUJIFILM Corporation (Japan), among others.



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