

Ultrasound AI Market by Product (AI-enabled System (POCUS, Handheld, Cart), Solutions (Image Evaluation, Radiology)), Brand (Echopac, Aplio, Acuson, Butterfly), Application (OB/GYN, Cardio, Ortho), End User (Hospital, Clinic, ACC) - Global Forecast to 2030

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Abstracts

The global Ultrasound AI market is projected to reach USD 6.88 billion by 2030 from USD 2.35 billion in 2025, growing at a CAGR of 24.0% during the forecast period. The growth of the market is driven by the increasing demand for accurate and early disease diagnosis, advancements in machine learning algorithms for image analysis, and the integration of AI to enhance workflow efficiency and reduce human error. The rising adoption of portable and point-of-care ultrasound devices, coupled with growing applications in cardiology, obstetrics/gynecology, oncology, and emergency care, is further expected to fuel market expansion.

By product type, the AI-enabled solutions/software segment is expected to register the highest CAGR during the forecast period.

By product type, the AI-enabled solutions/software segment is expected to grow at the highest CAGR during the forecast period. The high growth rate of this segment is attributed to the cost-efficiency and flexible provision to enhance diagnostic accuracy and workflow efficiency without the requirement of primary hardware upgrades. AI software benefits from scalability and continuous innovation. Unlike hardware, which requires significant investment cycles, software can be easily updated with new algorithms, clinical applications, and regulatory-compliant features. The growing adoption of cloud-based platforms, telemedicine, and remote diagnostics also expands

the role of AI software in healthcare ecosystems, fueling market growth.

By brand, the EchoPAC segment accounted for the largest share of the market in 2024.

By brand, the EchoPAC segment accounts for the highest market share in the ultrasound AI market by brand because it is GE Healthcare's widely adopted advanced analysis software, specifically designed for cardiovascular ultrasound. It offers robust AI-driven tools for strain imaging, 3D/4D quantification, and automated measurements, which significantly improve diagnostic accuracy and workflow efficiency. Its seamless integration with GE's large installed base of ultrasound systems, strong clinical validation, and broad use across leading hospitals and cardiology centers worldwide give EchoPAC a competitive edge, enabling it to dominate market share in the AI-enabled ultrasound segment.

By end user, the hospitals & surgical centers segment accounted for the largest share of the market in 2024.

In 2025, the hospitals & surgical centers segment accounted for the largest share of the market due to its high patient inflow, broad range of diagnostic and interventional procedures, and extensive adoption of advanced imaging technologies. These facilities leverage AI-enabled ultrasound systems for accurate, efficient, and real-time imaging across various specialties, including cardiology, obstetrics/gynecology, oncology, and emergency care. The strong financial capacity, skilled workforce, and integration of AI tools into routine workflows further enhance operational efficiency and patient outcomes, solidifying their dominant position over other end-user segments such as research institutes or smaller clinics.

By region, the Asia Pacific is expected to register the highest growth rate in the market during the forecast period.

The Asia Pacific region is expected to witness the highest growth rate in the Ultrasound AI market due to rapid advancements in healthcare infrastructure, increasing adoption of advanced imaging technologies, and rising investments in AI-driven medical solutions. Factors such as a large and aging population, growing prevalence of chronic and lifestyle-related diseases, and expanding access to healthcare services in countries like China, India, and Japan are driving demand. Additionally, government initiatives promoting digital health, increasing awareness of early disease detection, and the entry of global and local Ultrasound AI manufacturers are further accelerating market expansion in the region.

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%)

The 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), Butterfly Network (US), Chison Medical Technologies Co., Ltd (China), and Clarius (Canada), among others.

Research Coverage

The ultrasound AI market is segmented by product type, brand, 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 Ultrasound AI 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 Ultrasound AI 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 points:

Ultrasound AI Market by Product (AI-enabled System (POCUS, Handheld, Cart), Solutions (Image Evaluation, Radio...

Key drivers (rising prevalence of chronic diseases, integration with portable and point-of-care devices, advancements in AI algorithms, rising healthcare expenditure and supportive government policies, rising collaborations between med-tech companies and ai startups), restraints (high maintenance and upgrade costs, regulatory hurdles and approval delays), opportunities (expansion of portable ultrasound, integration with electronic health records), and challenges (resistance to adoption among clinicians, data privacy and security concerns) fueling the market growth of ultrasound ai market.

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

Market Growth: In-depth insights into remunerative markets report analyze the Ultrasound AI market across varied geographies.

Market Diversification: Detailed analysis of new products, unexplored geographies, latest trends, and investments in the Ultrasound AI market

Competitive Assessment: Detailed assessment of market share, service offerings, 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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