

Ultrasound Market by Diagnostic Ultrasound (2D, 3D, 4D, Doppler), Therapeutic Ultrasound (HIFU, ESWL), Products (Cart/Trolley-based, Compact, PoC), Applications (OB/GYN, Cardiac Ultrasound, Vascular Ultrasound, Surgical Ultrasound) - Global Forecasts to 2020

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Abstracts

The global ultrasound market is expected to reach USD 6.86 Billion by 2020 from USD 5.25 Billion in 2015, at a CAGR of 5.5% from 2015 to 2020. Market growth can be attributed to ongoing technological advancements, increasing public-private investments (including government funding and grants), and growing market demand for minimally invasive diagnostic and therapeutic techniques (including ultrasound).

In this report, the global ultrasound market is segmented on the basis of technology [diagnostics (2D, 3D & 4D, and Doppler) and therapeutics ultrasound (high-intensity focused ultrasound and extracorporeal shockwave lithotripsy)], device display (color and black & white ultrasound devices), device portability (trolley/cart-based and compact/handheld ultrasound devices), and applications [radiology/general imaging, cardiology, obstetrics/gynecology, vascular, urology, and others (includes breast imaging, hepatology, and emergency care, among others)].

The radiology/general imaging application segment is expected to dominate the ultrasound market in 2015; however, cardiology is poised to be the fastest-growing application segment, for the forecast period of 2015 to 2020. Factors such as rising incidences of cardiac diseases (coupled with growing lifestyle-related and age-linked disorders such as high blood pressure, diabetes mellitus, and lipid disorders), increasing market availability of cardiac ultrasound devices in major markets, and recent

technological advancements in the cardiac ultrasound procedure (such as device miniaturization, portability, and device automation) are contributing to the high growth rate of this segment.

Geographically, Europe is expected to account for the largest share of the global ultrasound market in 2015, followed by North America (comprising the U.S. and Canada). Factors such as increase in the number of products being commercialized, expansion in clinical applications of HIFU, increasing market penetration of therapeutic ultrasound, and growing emphasis on minimally invasive procedures (including diagnostic and therapeutic ultrasound) are driving the ultrasound market in the European region. However, Asia-Pacific (comprising China, India, Japan, and the Rest of Asia-Pacific) is poised to be the fastest-growing region in the ultrasound market during the forecast period, owing to significant expansion and modernization of healthcare infrastructure, increasing number of age-related illnesses, growing public awareness about therapeutic benefits offered by ultrasound, and increasing focus of international device manufacturers on strengthening their distribution networks in APAC.

The global ultrasound market is highly competitive, with various global as well as local players. In 2015, the global ultrasound devices market was dominated by General Electric Company (U.S.), Koninklijke Philips N.V. (Netherlands), Toshiba Corporation (Japan), Siemens AG (Germany), and Hitachi Ltd. (Japan). These top five market players jointly accounted for ~83.0% of the global ultrasound market in 2015. New product launches; agreements, collaborations, and partnerships; geographic expansions; mergers, demergers, and strategic acquisitions; awareness campaigns; and research funds & grants are the major strategies adopted by market players to achieve growth in the global ultrasound market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis, such as market share analysis of the top ten players and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the ultrasound market; and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps firms garner higher market shares. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market

development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the ultrasound products offered by the top 10 players in the global market. The report analyzes the ultrasound products market by technology, device display, device portability, and clinical applications across key geographic regions

Product Development/Innovation: Detailed insights on upcoming ultrasound products, research and development activities, and new product launches in the market

Market Development: Comprehensive information on lucrative emerging markets. The report analyzes the markets for various ultrasound products across key geographic regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global ultrasound products market

Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of leading players in the global ultrasound products market

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About

The report “Ultrasound Market by Diagnostic Ultrasound, Therapeutic Ultrasound (HIFU, ESWL), Products (Cart/Trolley-Based, Compact), Applications - Global Forecast to 2019”. This report studies the global ultrasound market over the forecast period of 2014 to 2019. The market is expected to reach \$6.2 billion by 2019 at CAGR of 5.1% from 2014 to 2019.

Factors such as development of technologically advanced ultrasound devices; rapid growth in ageing population with high risk of target diseases; rising incidences of cardiovascular diseases and cancer cases; growing demand for minimally invasive treatment procedures; and increasing public-private funds and grants are driving the growth of the global ultrasound market. However, factors such as technological limitations of ultrasound, dearth of skilled and experienced sonographers, and unfavourable healthcare reforms in the U.S. have been hampering the growth of this market.

The major players in the global Ultrasound Market are

FUJIFILM Holdings Corporation (Japan)

Hitachi Ltd. (Japan)

Koninklijke Philips N.V. (The Netherlands)

Mindray Medical International Limited (China)

Samsung Electronics Co. Ltd. (South Korea)

Toshiba Corporation (Japan)

In 2014, Europe accounted for the largest share of the market, followed by North America. However, the Asia-Pacific market is expected to grow at the highest CAGR of 5.5% from 2014 to 2019. This high growth can be attributed to rapidly increasing aging population, growing focus of multinational companies on emerging markets, improving and modernizing healthcare infrastructure, government initiatives to have advanced imaging systems at public healthcare facilities, and high incidences of cancer cases in

this region.

On the basis of technology, the ultrasound market is classified into two major segments, namely, diagnostic ultrasound and therapeutic ultrasound. The diagnostic ultrasound segment is further divided into 2D ultrasound, 3D & 4D ultrasound, and Doppler imaging. The therapeutic ultrasound segment is further categorized into high-intensity focused ultrasound (HIFU) and extra corporeal shock-wave lithotripsy (ESWL).

On the basis of products, the ultrasound market is categorized on the basis of its type of display and portability. Based on the type of display, the ultrasound market is further classified into two major segments, namely, colour ultrasound and black & white (b/w) ultrasound. Based on portability, the ultrasound market is further divided into two major segments, namely, trolley/cart-based ultrasound devices and compact/handheld ultrasound devices.

On the basis of type of application, the ultrasound market is divided into seven major segments, namely, radiology/general imaging; urology; obstetrics/gynecology; vascular; cardiology; and others (hepatology, surgery, and breast ultrasound).

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