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Ultrasound Market by Technology (2D, 3D, Doppler, Contrast-Enhanced, HIFU, ESWL), Component (Workstation, Probe), Type (Cart, Handheld, PoC), Application (OB/GYN, CVD, Urology, Ortho), End User (Hospitals, Clinics, ASCs) & Region - Global Forecast to 2028

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Abstracts

The global ultrasound market is projected to reach USD 11.6 billion by 2028 from USD 8.5 billion in 2023, at a CAGR of 6.3% from 2023 to 2028. Factors such as the high incidence/prevalence of target diseases, the growing number of diagnostic imaging centers/procedures, increasing awareness about the benefits of early diagnosis of diseases, and the rapid adoption of technologically advanced ultrasound features and modalities are responsible for the increasing growth of this market.

"The 2D diagnostic ultrasound sub-systems segment of diagnostic ultrasound held the largest share of the market in 2022"

Based on technology, the ultrasound market is segmented into diagnostic ultrasound, therapeutic ultrasound, and contrast enhanced ultrasound. The diagnostic ultrasound segment of the market is further divided into 2D, 3D, 4D, doppler, and contrast enhanced ultrasound. The 2D subsegment held a major share of the market. Advantages offered by 2D ultrasound, such as real time imaging, non-invasive procedure, high-image resolution, and easy accessibility along with portability are driving the growth of this product segment.

"The portability segment is projected to register the highest CAGR during the forecast period"

Based on portability, the ultrasound market is segmented into trolley/cart-based ultrasound, compact/handheld ultrasound, and point-of-care (PoC) ultrasound. The trolley/cart-based ultrasound segment accounted for the largest market share in 2022. The large share of this segment is attributed to the system’s versatility, image quality, ehanced, easy to use features, and due to the increased usage of it in acute care settings and emergency care in hospitals and healthcare institutions.

“The display segment is projected to register the highest CAGR during the forecast period”

On the basis of device display, the ultrasound market is segmented into black & white ultrasound and color ultrasound devices. The color ultrasound devices segment accounted for the largest share of the ultrasound market in 2020. This can be attributed to factors such as benefits offered by color ultrasound devices (including better image quality and higher image resolution), growing market availability of advanced color ultrasound devices (coupled with continuous decline in product cost across major countries), and expanding distribution networks of major manufacturers across emerging countries.

“The market in the North America region is expected to witness the highest growth during the forecast period.”

The ultrasound market in the North America region is expected to register a CAGR during the forecast period, primarily due to the high healthcare spending in the region, rising prevalence of target diseases, increasing research activities, growing number of cosmetic surgeries, and technological advancements in imaging systems.

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

By Company Type: Tier 1–48%, Tier 2–36%, and Tier 3– 16%

By Designation: Director-level–14%, C-level–10%, and Others–76%

By Region: North America–40%, Europe–32%, Asia Pacific–20%, Latin America–5%, and the Middle East & Africa–3%

The prominent players in the ultrasound market are GE Healthcare (US), Koninklijke

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Philips N.V. (Netherlands), Canon Medical Systems Corporation (Japan), Siemens AG (Germany), Hologic, Inc. (US), FUJIFILM Holdings Corporation (Japan), Samsung Electronics Co., Ltd. (Japan), and Mindray Medical International Limited (China), among others.

Research Coverage

This report studies the ultrasound market based on technology, display, portability, component, application, enduser, and region. It also covers the factors affecting market growth, analyzes the various opportunities and challenges in the market, and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micro markets with respect to their growth trends and forecasts the revenue of the market segments with respect to five main regions (and the respective countries in these regions).

Reasons to Buy the Report

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

This report provides insights on the following pointers:

Analysis of key drivers (rising target patient population, growing adoption of multimodal PET imaging devices, technological advancement, and increasing investment, funds, and grants by public-private organizations), restraints (high capital and operational cost, unfavorable regulatory guidelines), opportunities (improving healthcare infrastructure across emerging countries, PET utilization for breast imaging, promising product pipeline), and challenges (availability of alternate imaging technologies) influencing the growth of the ultrasound market

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

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

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like GE Healthcare (US), Koninklijke Philips N.V. (Netherlands), Canon Medical Systems Corporation (Japan), Siemens AG (Germany), Hologic, Inc. (US), FUJIFILM Corporation (Japan), Samsung Electronics Co., Ltd. (Japan), and Mindray Medical International Limited (China)

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