

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, enhanced, 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

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)

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 REGIONS COVERED
 - 1.3.3 YEARS CONSIDERED
 - 1.3.4 CURRENCY CONSIDERED
- 1.4 RESEARCH LIMITATIONS
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 ULTRASOUND MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY RESEARCH
 - 2.1.2 PRIMARY RESEARCH
 - 2.1.2.1 Primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primaries
 - FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY- AND DEMAND-SIDE PARTICIPANTS
 - FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION
- 2.2 MARKET SIZE ESTIMATION
 - FIGURE 4 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.1.1 Approach 1: Company revenue estimation approach
 - FIGURE 5 MARKET SIZE ESTIMATION FOR ULTRASOUND MARKET: APPROACH 1 (COMPANY REVENUE ESTIMATION)
 - FIGURE 6 REVENUE SHARE ANALYSIS: ILLUSTRATIVE EXAMPLE OF GE HEALTHCARE
 - 2.2.1.2 Approach 2: Customer-based market estimation
 - 2.2.1.3 Ultrasound market: Top-down approach

2.2.1.4 CAGR projection

FIGURE 7 CAGR PROJECTION: SUPPLY-SIDE ANALYSIS

2.3 DATA VALIDATION APPROACH

FIGURE 8 DATA TRIANGULATION METHODOLOGY

2.4 MARKET SHARE ASSESSMENT

2.5 STUDY ASSUMPTIONS

2.6 RISK ASSESSMENT

2.6.1 ULTRASOUND MARKET: RISK ASSESSMENT

2.7 GROWTH RATE ASSUMPTIONS

2.8 ULTRASOUND MARKET: RECESSION IMPACT

3 EXECUTIVE SUMMARY

FIGURE 9 ULTRASOUND MARKET, BY TECHNOLOGY, 2023 VS. 2028 (USD MILLION)

FIGURE 10 ULTRASOUND MARKET, BY APPLICATION, 2023 VS. 2028 (USD MILLION)

FIGURE 11 ULTRASOUND MARKET, BY PORTABILITY, 2023 VS. 2028 (USD MILLION)

FIGURE 12 ULTRASOUND MARKET, BY END USER, 2023 VS. 2028 (USD MILLION)

FIGURE 13 GEOGRAPHICAL SNAPSHOT OF ULTRASOUND MARKET

4 PREMIUM INSIGHTS

4.1 ULTRASOUND MARKET OVERVIEW

FIGURE 14 INCREASING INCIDENCE OF TARGET DISEASES AND SUBSEQUENT RISE IN SURGICAL PROCEDURES TO DRIVE MARKET

4.2 EUROPE: ULTRASOUND MARKET, BY TECHNOLOGY (USD MILLION)

FIGURE 15 DIAGNOSTIC ULTRASOUND SEGMENT TO HOLD LARGEST SHARE

4.3 ASIA PACIFIC: ULTRASOUND MARKET, BY END USER

FIGURE 16 HOSPITALS, SURGICAL CENTERS, AND DIAGNOSTIC CENTERS SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD

4.4 ULTRASOUND MARKET, BY DISPLAY TYPE

FIGURE 17 COLOR ULTRASOUND SEGMENT TO COMMAND LARGEST SHARE TILL 2028

4.5 GEOGRAPHIC SNAPSHOT OF ULTRASOUND MARKET

FIGURE 18 CHINA TO REGISTER HIGHEST GROWTH RATE DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 19 ULTRASOUND MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Increasing incidence of target diseases and subsequent rise in surgical procedures

5.2.1.2 Growing patient preference for minimally invasive surgeries

5.2.1.3 Rising technological advancements in ultrasound devices

5.2.1.4 Growing public-private investments for product commercialization

5.2.1.5 Increasing establishment of hospitals and diagnostic centers

5.2.2 RESTRAINTS

5.2.2.1 Unfavorable reimbursements

5.2.2.2 High operating costs

5.2.3 OPPORTUNITIES

5.2.3.1 Growing applications of therapeutic ultrasound

5.2.3.2 High growth potential of emerging markets

5.2.3.3 Development of POC ultrasound systems

5.2.4 CHALLENGES

5.2.4.1 Growing end-user preference for refurbished equipment

5.2.4.2 Shortage of skilled sonographers

5.3 PORTER'S FIVE FORCES ANALYSIS

TABLE 1 ULTRASOUND MARKET: PORTER'S FIVE FORCES ANALYSIS

5.3.1 THREAT OF NEW ENTRANTS

5.3.2 THREAT OF SUBSTITUTES

5.3.3 BARGAINING POWER OF SUPPLIERS

5.3.4 BARGAINING POWER OF BUYERS

5.3.5 INTENSITY OF COMPETITIVE RIVALRY

5.4 REGULATORY TRENDS

5.5 REGULATORY ANALYSIS

5.5.1 NORTH AMERICA

5.5.1.1 US

TABLE 2 US FDA: MEDICAL DEVICE CLASSIFICATION

TABLE 3 US: MEDICAL DEVICE REGULATORY APPROVAL PROCESS

5.5.1.2 Canada

TABLE 4 CANADA: MEDICAL DEVICE REGULATORY APPROVAL PROCESS

5.5.2 EUROPE

5.5.3 ASIA PACIFIC

5.5.3.1 Japan

TABLE 5 JAPAN: MEDICAL DEVICE CLASSIFICATION UNDER PMDA

5.5.3.2 China

TABLE 6 CHINA: CLASSIFICATION OF MEDICAL DEVICES

5.5.3.3 India

5.6 REIMBURSEMENT SCENARIO

TABLE 7 MEDICAL REIMBURSEMENT CPT CODES FOR ULTRASOUND PROCEDURES IN US (AS OF 2021)

5.7 ECOSYSTEM MAPPING

5.8 VALUE CHAIN ANALYSIS

5.8.1 RESEARCH & PRODUCT DEVELOPMENT

5.8.2 RAW MATERIAL AND MANUFACTURING

5.8.3 MARKETING & SALES, SHIPMENT, AND POST-SALES SERVICES

FIGURE 20 VALUE CHAIN ANALYSIS—MAXIMUM VALUE ADDED DURING MANUFACTURING PHASE

5.9 SUPPLY CHAIN ANALYSIS

5.9.1 PROMINENT COMPANIES

5.9.2 SMALL & MEDIUM-SIZED ENTERPRISES

5.9.3 END USERS

TABLE 8 ULTRASOUND MARKET: SUPPLY CHAIN ECOSYSTEM

FIGURE 21 ULTRASOUND MARKET: SUPPLY CHAIN ANALYSIS

5.10 PATENT ANALYSIS

FIGURE 22 PATENT DETAILS FOR ULTRASOUND (JANUARY 2013–JUNE 2023)

FIGURE 23 PATENTS FOR DIAGNOSTIC ULTRASOUND SYSTEMS (JANUARY 2013–JUNE 2023)

FIGURE 24 PATENTS FOR THERAPEUTIC ULTRASOUND SYSTEMS (JANUARY 2013–JUNE 2023)

5.11 TRADE ANALYSIS

5.11.1 ULTRASOUND MARKET: TRADE ANALYSIS

TABLE 9 IMPORT DATA FOR ULTRASOUND SYSTEMS (HS CODE 901812), BY COUNTRY, 2018–2022 (USD)

TABLE 10 EXPORT DATA FOR ULTRASOUND SYSTEMS (HS CODE 901812), BY COUNTRY, 2018–2022 (USD)

5.12 KEY CONFERENCES AND EVENTS

TABLE 11 ULTRASOUND MARKET: LIST OF KEY CONFERENCES AND EVENTS (2023–2025)

5.13 TECHNOLOGY ANALYSIS

5.14 CASE STUDY ANALYSIS

TABLE 12 CASE STUDY 1: MAINTAINING STRONG FOCUS ON TECHNOLOGICAL INNOVATION AND ADDRESSING REGULATORY COMPLIANCE

TABLE 13 CASE STUDY 2: PROVIDING COMPREHENSIVE TRAINING PROGRAMS FOR EVOLVING ULTRASOUND TECHNIQUES

5.15 PRICING ANALYSIS

TABLE 14 REGIONAL PRICE RANGE FOR ULTRASOUND SYSTEMS

6 ULTRASOUND MARKET, BY TECHNOLOGY

6.1 INTRODUCTION

TABLE 15 ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

6.2 DIAGNOSTIC ULTRASOUND

TABLE 16 DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 17 DIAGNOSTIC ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 18 DIAGNOSTIC ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 19 DIAGNOSTIC ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 20 DIAGNOSTIC ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 21 DIAGNOSTIC ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

6.2.1 2D ULTRASOUND

6.2.1.1 Strong demand in emerging economies to drive market

TABLE 22 2D ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

6.2.2 3D & 4D ULTRASOUND

6.2.2.1 Greater diagnostic accuracy and improved imaging capabilities to boost demand

TABLE 23 3D & 4D ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

6.2.3 DOPPLER ULTRASOUND

6.2.3.1 Growing applications in pain management, cardiovascular imaging, and emergency care to drive market

TABLE 24 DOPPLER ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

6.2.4 CONTRAST-ENHANCED ULTRASOUND

6.2.4.1 Availability of technologically advanced instruments to support growth

TABLE 25 CONTRAST-ENHANCED ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

6.3 THERAPEUTIC ULTRASOUND

TABLE 26 THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 27 THERAPEUTIC ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 28 THERAPEUTIC ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 29 THERAPEUTIC ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 30 THERAPEUTIC ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 31 THERAPEUTIC ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

6.3.1 HIGH-INTENSITY FOCUSED ULTRASOUND

6.3.1.1 Promising results associated with HIFU in cancer treatment to drive market
TABLE 32 HIGH-INTENSITY FOCUSED ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

6.3.2 EXTRACORPOREAL SHOCKWAVE LITHOTRIPSY

6.3.2.1 Growing emphasis on minimally invasive treatment of kidney & gallbladder stones to drive demand for ESWL

TABLE 33 EXTRACORPOREAL SHOCKWAVE LITHOTRIPSY MARKET, BY REGION, 2021–2028 (USD MILLION)

7 ULTRASOUND MARKET, BY DISPLAY

7.1 INTRODUCTION

TABLE 34 ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

7.2 COLOR ULTRASOUND DEVICES

7.2.1 RISING AVAILABILITY OF ADVANCED COLOR ULTRASOUND DEVICES TO DRIVE MARKET

TABLE 35 COLOR ULTRASOUND DEVICES MARKET, BY REGION, 2021–2028 (USD MILLION)

7.3 BLACK & WHITE ULTRASOUND DEVICES

7.3.1 ASIA PACIFIC REGION TO SHOW SUSTAINED DEMAND

TABLE 36 BLACK & WHITE ULTRASOUND DEVICES MARKET, BY REGION, 2021–2028 (USD MILLION)

8 ULTRASOUND MARKET, BY PORTABILITY

8.1 INTRODUCTION

TABLE 37 ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

8.2 TROLLEY/CART-BASED ULTRASOUND SYSTEMS

8.2.1 RISING USAGE OF TROLLEY-BASED SYSTEMS IN ACUTE & EMERGENCY CARE TO DRIVE MARKET

TABLE 38 TROLLEY/CART-BASED ULTRASOUND SYSTEMS MARKET, BY REGION, 2021–2028 (USD MILLION)

8.3 COMPACT/HANDHELD ULTRASOUND SYSTEMS

8.3.1 AFFORDABILITY AND PROCEDURAL & TECHNICAL BENEFITS TO DRIVE MARKET

TABLE 39 COMPACT/HANDHELD ULTRASOUND SYSTEMS MARKET, BY REGION, 2021–2028 (USD MILLION)

8.4 POC ULTRASOUND SYSTEMS

8.4.1 IMPROVED OPERATIONAL AND CLINICAL EFFICACY TO BOOST DEMAND
TABLE 40 POC ULTRASOUND SYSTEMS MARKET, BY REGION, 2021–2028 (USD MILLION)

9 ULTRASOUND MARKET, BY APPLICATION

9.1 INTRODUCTION

TABLE 41 ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

9.2 RADIOLOGICAL/GENERAL IMAGING APPLICATIONS

9.2.1 GROWING NUMBER OF IMAGE-GUIDED SURGERIES TO DRIVE MARKET
TABLE 42 ULTRASOUND MARKET FOR RADIOLOGICAL/GENERAL IMAGING APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.3 CARDIOLOGICAL APPLICATIONS

9.3.1 RISING PREVALENCE OF CARDIAC DISORDERS TO DRIVE MARKET
TABLE 43 ULTRASOUND MARKET FOR CARDIOLOGICAL APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.4 OBSTETRIC/GYNECOLOGICAL APPLICATIONS

9.4.1 WIDE USAGE IN OB/GYN APPLICATIONS TO BOOST GROWTH
TABLE 44 ULTRASOUND MARKET FOR OBSTETRIC/GYNECOLOGICAL APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.5 UROLOGICAL APPLICATIONS

9.5.1 GROWING PREVALENCE OF UROLOGICAL DISORDERS TO SUPPORT MARKET
TABLE 45 ULTRASOUND MARKET FOR UROLOGICAL APPLICATIONS, BY

REGION, 2021–2028 (USD MILLION)

9.6 VASCULAR APPLICATIONS

9.6.1 VASCULAR APPLICATIONS TO WITNESS HIGH GROWTH

TABLE 46 ULTRASOUND MARKET FOR VASCULAR APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.7 ORTHOPEDIC & MUSCULOSKELETAL APPLICATIONS

9.7.1 RISING PATIENT PREFERENCE FOR EARLY DIAGNOSIS TO DRIVE MARKET

TABLE 47 ULTRASOUND MARKET FOR ORTHOPEDIC & MUSCULOSKELETAL APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.8 PAIN MANAGEMENT APPLICATIONS

9.8.1 INCREASING USE IN TRAUMA & EMERGENCY CARE TO SUPPORT MARKET GROWTH

TABLE 48 ULTRASOUND MARKET FOR PAIN MANAGEMENT APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

9.9 OTHER APPLICATIONS

TABLE 49 ULTRASOUND MARKET FOR OTHER APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

10 ULTRASOUND MARKET, BY COMPONENT

10.1 INTRODUCTION

TABLE 50 ULTRASOUND MARKET, BY COMPONENT, 2021–2028 (USD MILLION)

10.2 TRANSDUCERS/PROBES

TABLE 51 ULTRASOUND TRANSDUCERS/PROBES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 52 ULTRASOUND TRANSDUCERS/PROBES MARKET, BY REGION, 2021–2028 (USD MILLION)

10.2.1 CURVILINEAR/CONVEX ARRAYS

10.2.1.1 Growing adoption of POC ultrasound to support growth

TABLE 53 CURVILINEAR/CONVEX ARRAYS MARKET, BY REGION, 2021–2028 (USD MILLION)

10.2.2 LINEAR ARRAYS

10.2.2.1 Rising target patient population to drive market

TABLE 54 LINEAR ARRAYS MARKET, BY REGION, 2021–2028 (USD MILLION)

10.2.3 PHASED ARRAYS

10.2.3.1 Technological advancements to drive market

TABLE 55 PHASED ARRAYS MARKET, BY REGION, 2021–2028 (USD MILLION)

10.2.4 OTHER ARRAY TYPES

TABLE 56 OTHER ARRAY TYPES MARKET, BY REGION, 2021–2028 (USD MILLION)

10.3 WORKSTATIONS

10.3.1 GROWING DIAGNOSTIC PROCEDURAL VOLUMES TO FUEL DEMAND FOR WORKSTATIONS

TABLE 57 ULTRASOUND WORKSTATIONS MARKET, BY REGION, 2021–2028 (USD MILLION)

10.4 OTHER COMPONENTS

TABLE 58 OTHER ULTRASOUND COMPONENTS MARKET, BY TYPE, 2021–2028 (USD MILLION)

11 ULTRASOUND MARKET, BY END USER

11.1 INTRODUCTION

TABLE 59 ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

11.2 HOSPITALS, SURGICAL CENTERS, AND DIAGNOSTIC CENTERS

11.2.1 HIGH PROCEDURAL VOLUMES TO ENSURE SUSTAINED DEMAND FOR ULTRASOUND

TABLE 60 ULTRASOUND MARKET FOR HOSPITALS, SURGICAL CENTERS, AND DIAGNOSTIC CENTERS, BY REGION, 2021–2028 (USD MILLION)

11.3 MATERNITY CENTERS

11.3.1 INCREASED ADOPTION OF ADVANCED ULTRASOUND FOR OB/GYN APPLICATIONS TO BOOST GROWTH

TABLE 61 ULTRASOUND MARKET FOR MATERNITY CENTERS, BY REGION, 2021–2028 (USD MILLION)

11.4 AMBULATORY CARE CENTERS

11.4.1 INCREASING EMPHASIS ON AMBULATORY CARE TO SUPPORT MARKET GROWTH

TABLE 62 ULTRASOUND MARKET FOR AMBULATORY CARE CENTERS, BY REGION, 2021–2028 (USD MILLION)

11.5 RESEARCH & ACADEMIA

11.5.1 GROWING AVAILABILITY OF RESEARCH GRANTS & FUNDING TO DRIVE GROWTH

TABLE 63 ULTRASOUND MARKET FOR RESEARCH & ACADEMIA, BY REGION, 2021–2028 (USD MILLION)

11.6 OTHER END USERS

TABLE 64 ULTRASOUND MARKET FOR OTHER END USERS, BY REGION, 2021–2028 (USD MILLION)

12 ULTRASOUND MARKET, BY REGION

12.1 INTRODUCTION

TABLE 65 ULTRASOUND MARKET, BY REGION, 2021–2028 (USD MILLION)

12.2 NORTH AMERICA

FIGURE 25 NORTH AMERICA: ULTRASOUND MARKET SNAPSHOT

TABLE 66 NORTH AMERICA: ULTRASOUND MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 67 NORTH AMERICA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 68 NORTH AMERICA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 69 NORTH AMERICA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 70 NORTH AMERICA: ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 71 NORTH AMERICA: ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 72 NORTH AMERICA: ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 73 NORTH AMERICA: ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

12.2.1 US

12.2.1.1 Advanced healthcare infrastructure and favorable regulations to drive market

TABLE 74 POCUS ULTRASOUND CPT CODES (2021)

TABLE 75 US: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 76 US: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 77 US: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.2.2 CANADA

12.2.2.1 Growing awareness about early disease diagnosis to drive market

TABLE 78 CANADA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 79 CANADA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 80 CANADA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3 EUROPE

TABLE 81 EUROPE: ULTRASOUND MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 82 EUROPE: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 83 EUROPE: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 84 EUROPE: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 85 EUROPE: ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 86 EUROPE: ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 87 EUROPE: ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 88 EUROPE: ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

12.3.1 GERMANY

12.3.1.1 Increasing healthcare expenditure and government spending to drive market

TABLE 89 GERMANY: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 90 GERMANY: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 91 GERMANY: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3.2 FRANCE

12.3.2.1 Increasing target patient population and rising number of diagnostic tests for chronic diseases to drive market

TABLE 92 FRANCE: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 93 FRANCE: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 94 FRANCE: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3.3 UK

12.3.3.1 Growing government initiatives and increasing incidences of chronic diseases to drive market

TABLE 95 UK: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 96 UK: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 97 UK: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3.4 ITALY

12.3.4.1 Increased availability of reimbursement coverage for diagnostic procedures to drive market

TABLE 98 ITALY: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 99 ITALY: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 100 ITALY: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3.5 SPAIN

12.3.5.1 Increasing prevalence of cancer and growing private-public funding to drive market

TABLE 101 SPAIN: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 102 SPAIN: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 103 SPAIN: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.3.6 REST OF EUROPE

TABLE 104 REST OF EUROPE: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 105 REST OF EUROPE: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 106 REST OF EUROPE: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.4 ASIA PACIFIC

FIGURE 26 ASIA PACIFIC: ULTRASOUND MARKET SNAPSHOT

TABLE 107 ASIA PACIFIC: ULTRASOUND MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 108 ASIA PACIFIC: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 109 ASIA PACIFIC: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 110 ASIA PACIFIC: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 111 ASIA PACIFIC: ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028
(USD MILLION)

TABLE 112 ASIA PACIFIC: ULTRASOUND MARKET, BY PORTABILITY, 2021–2028
(USD MILLION)

TABLE 113 ASIA PACIFIC: ULTRASOUND MARKET, BY APPLICATION, 2021–2028
(USD MILLION)

TABLE 114 ASIA PACIFIC: ULTRASOUND MARKET, BY END USER, 2021–2028
(USD MILLION)

12.4.1 CHINA

12.4.1.1 Increasing healthcare reforms and rising government investments to drive market

TABLE 115 CHINA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 116 CHINA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

TABLE 117 CHINA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

12.4.2 JAPAN

12.4.2.1 Fast adoption of advanced technologies and growth in geriatric population to drive market

TABLE 118 JAPAN: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 119 JAPAN: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

TABLE 120 JAPAN: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

12.4.3 INDIA

12.4.3.1 Increasing number of diagnostic procedures and improving healthcare infrastructure to drive market

TABLE 121 INDIA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 122 INDIA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

TABLE 123 INDIA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028
(USD MILLION)

12.4.4 AUSTRALIA

12.4.4.1 Growing healthcare spending and increasing investments in research to drive market

TABLE 124 AUSTRALIA: ULTRASOUND REIMBURSEMENT SCENARIO

TABLE 125 AUSTRALIA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 126 AUSTRALIA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 127 AUSTRALIA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.4.5 SOUTH KOREA

12.4.5.1 Well-developed healthcare system and rising awareness of diseases to drive market

TABLE 128 SOUTH KOREA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 129 SOUTH KOREA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 130 SOUTH KOREA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.4.6 REST OF ASIA PACIFIC

TABLE 131 REST OF ASIA PACIFIC: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 132 REST OF ASIA PACIFIC: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 133 REST OF ASIA PACIFIC: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.5 LATIN AMERICA

TABLE 134 LATIN AMERICA: ULTRASOUND MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 135 LATIN AMERICA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 136 LATIN AMERICA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 137 LATIN AMERICA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 138 LATIN AMERICA: ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 139 LATIN AMERICA: ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 140 LATIN AMERICA: ULTRASOUND MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 141 LATIN AMERICA: ULTRASOUND MARKET, BY END USER, 2021–2028 (USD MILLION)

12.5.1 BRAZIL

12.5.1.1 Greater purchasing power and favorable demographic conditions to drive market

TABLE 142 BRAZIL: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 143 BRAZIL: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 144 BRAZIL: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.5.2 MEXICO

12.5.2.1 Increased medical tourism and better government healthcare initiatives to drive market

TABLE 145 MEXICO: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 146 MEXICO: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 147 MEXICO: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.5.3 REST OF LATIN AMERICA

TABLE 148 REST OF LATIN AMERICA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 149 REST OF LATIN AMERICA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 150 REST OF LATIN AMERICA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

12.6 MIDDLE EAST & AFRICA

12.6.1 GROWING MEDICAL TOURISM AND INCREASING QUALITY HEALTHCARE SYSTEMS TO DRIVE MARKET

TABLE 151 MIDDLE EAST & AFRICA: ULTRASOUND MARKET, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 152 MIDDLE EAST & AFRICA: DIAGNOSTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 153 MIDDLE EAST & AFRICA: THERAPEUTIC ULTRASOUND MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 154 MIDDLE EAST & AFRICA: ULTRASOUND MARKET, BY DISPLAY TYPE, 2021–2028 (USD MILLION)

TABLE 155 MIDDLE EAST & AFRICA: ULTRASOUND MARKET, BY PORTABILITY, 2021–2028 (USD MILLION)

TABLE 156 MIDDLE EAST & AFRICA: ULTRASOUND MARKET, BY APPLICATION,

2021–2028 (USD MILLION)

TABLE 157 MIDDLE EAST & AFRICA: ULTRASOUND MARKET, BY END USER,
2021–2028 (USD MILLION)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 STRATEGIES ADOPTED BY KEY PLAYERS

13.2.1 OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN ULTRASOUND
MARKET

13.3 REVENUE SHARE ANALYSIS

FIGURE 27 REVENUE SHARE ANALYSIS OF TOP PLAYERS IN ULTRASOUND
MARKET, 2022

13.4 MARKET SHARE ANALYSIS

FIGURE 28 MARKET SHARE ANALYSIS OF TOP PLAYERS IN ULTRASOUND
MARKET, 2022

TABLE 158 ULTRASOUND MARKET: DEGREE OF COMPETITION

13.5 COMPANY EVALUATION MATRIX FOR KEY PLAYERS (2022)

13.5.1 STARS

13.5.2 EMERGING LEADERS

13.5.3 PERVASIVE PLAYERS

13.5.4 PARTICIPANTS

FIGURE 29 ULTRASOUND MARKET: COMPANY EVALUATION MATRIX FOR KEY
PLAYERS, 2022

13.6 COMPANY EVALUATION MATRIX FOR START-UPS/SMES (2022)

13.6.1 PROGRESSIVE COMPANIES

13.6.2 STARTING BLOCKS

13.6.3 RESPONSIVE COMPANIES

13.6.4 DYNAMIC COMPANIES

FIGURE 30 ULTRASOUND MARKET: COMPANY EVALUATION MATRIX FOR
START-UPS/SMES, 2022

13.7 COMPETITIVE BENCHMARKING

TABLE 159 PRODUCT AND REGIONAL FOOTPRINT ANALYSIS OF TOP PLAYERS

TABLE 160 PRODUCT FOOTPRINT ANALYSIS

TABLE 161 REGIONAL FOOTPRINT ANALYSIS

13.8 COMPETITIVE SCENARIO AND TRENDS

TABLE 162 PRODUCT LAUNCHES, JANUARY 2020–JUNE 2023

TABLE 163 DEALS, JANUARY 2020–JUNE 2023

TABLE 164 OTHER DEVELOPMENTS, JANUARY 2020–JUNE 2023

14 COMPANY PROFILES

14.1 KEY PLAYERS

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

14.1.1 GE HEALTHCARE

TABLE 165 GE HEALTHCARE: COMPANY OVERVIEW

FIGURE 31 GE HEALTHCARE: COMPANY SNAPSHOT (2022)

14.1.2 KONINKLIJKE PHILIPS N.V.

TABLE 166 KONINKLIJKE PHILIPS N.V.: COMPANY OVERVIEW

FIGURE 32 KONINKLIJKE PHILIPS N.V.: COMPANY SNAPSHOT (2022)

14.1.3 CANON MEDICAL SYSTEMS CORPORATION

TABLE 167 CANON MEDICAL SYSTEMS CORPORATION: COMPANY OVERVIEW

FIGURE 33 CANON MEDICAL SYSTEMS CORPORATION: COMPANY SNAPSHOT (2022)

14.1.4 SIEMENS AG

TABLE 168 SIEMENS AG: COMPANY OVERVIEW

FIGURE 34 SIEMENS AG: COMPANY SNAPSHOT (2022)

14.1.5 FUJIFILM CORPORATION

TABLE 169 FUJIFILM CORPORATION: COMPANY OVERVIEW

FIGURE 35 FUJIFILM CORPORATION: COMPANY SNAPSHOT (2022)

14.1.6 HOLOGIC, INC.

TABLE 170 HOLOGIC, INC.: COMPANY OVERVIEW

FIGURE 36 HOLOGIC, INC.: COMPANY SNAPSHOT (2022)

14.1.7 SAMSUNG ELECTRONICS CO., LTD.

TABLE 171 SAMSUNG ELECTRONICS CO., LTD.: COMPANY OVERVIEW

FIGURE 37 SAMSUNG ELECTRONICS CO., LTD.: COMPANY SNAPSHOT (2021)

14.1.8 MINDRAY BIO-MEDICAL ELECTRONICS CO., LTD.

TABLE 172 MINDRAY BIO-MEDICAL ELECTRONICS CO., LTD.: COMPANY OVERVIEW

FIGURE 38 MINDRAY BIO-MEDICAL ELECTRONICS CO., LTD.: COMPANY SNAPSHOT (2021)

14.1.9 ESAOTE SPA

TABLE 173 ESAOTE SPA: COMPANY OVERVIEW

14.1.10 CHISON MEDICAL TECHNOLOGIES CO., LTD.

TABLE 174 CHISON MEDICAL TECHNOLOGIES CO., LTD.: COMPANY OVERVIEW

14.1.11 NEUSOFT CORPORATION

TABLE 175 NEUSOFT CORPORATION: COMPANY OVERVIEW

FIGURE 39 NEUSOFT CORPORATION: COMPANY SNAPSHOT (2022)

14.1.12 MOBISANTE, INC.

TABLE 176 MOBISANTE, INC.: COMPANY OVERVIEW

14.1.13 CLARIUS

TABLE 177 CLARIUS: COMPANY OVERVIEW

14.1.14 MEDGYN PRODUCTS, INC.

TABLE 178 MEDGYN PRODUCTS, INC.: COMPANY OVERVIEW

14.1.15 PROMED TECHNOLOGY CO., LTD.

TABLE 179 PROMED TECHNOLOGY CO., LTD.: COMPANY OVERVIEW

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

14.2 OTHER COMPANIES

14.2.1 WHITE EAGLE SONIC TECHNOLOGIES, INC.

14.2.2 TELEMED ULTRASOUND

14.2.3 SHENZHEN RICSO TECHNOLOGY CO., LTD.

14.2.4 GUANGDONG YOUKEY MEDICAL CO., LTD.

14.2.5 ECHONOUS INC.

14.2.6 SHENZHEN BIOCARE BIO-MEDICAL EQUIPMENT CO., LTD.

14.2.7 SHANTOU INSTITUTE OF ULTRASONIC INSTRUMENTS CO., LTD. (SIUI)

14.2.8 BUTTERFLY NETWORK, INC.

14.2.9 ALPINION MEDICAL SYSTEMS CO., LTD.

14.2.10 EDAN INSTRUMENTS, INC.

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

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