

Veterinary Imaging Market by Product (Ultrasound (2D, 3D, Doppler), CT, X-Ray, MRI; Contrast Reagent; Software), Modality (Stationary, Portable), Application (Ortho, OB/GYN, Cancer), Animal (Small, Large), End User (Clinic, Hospital) - Forecast to 2029

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Abstracts

The veterinary imaging market is valued at an estimated USD 1.9 billion in 2023 and is projected to reach USD 2.9 billion by 2029, at a CAGR of 7.2% during the forecast period. Key trends include AI-powered image analysis for faster diagnoses, portable and affordable ultrasound machines for wider accessibility, cloud-based image sharing for specialist consultations, and minimally invasive imaging options for improved pet welfare. Rising pet ownership, increasing pet insurance penetration, and growing veterinary healthcare budgets are fueling this growth.

Opportunities abound for companies developing AI-integrated imaging systems, mobile imaging solutions, and telemedicine platforms to cater to this expanding demand for advanced, accessible, and affordable veterinary imaging solutions..

“The veterinary imaging software segment is projected to witness the highest growth in the veterinary imaging market, by products, during the forecast period.”

The veterinary imaging market can be broadly classified into veterinary imaging instruments, veterinary imaging reagents and veterinary imaging software, depending on the product. The veterinary imaging market by product was dominated by the software segment in 2022. The veterinary imaging software market is galloping ahead, spurred by AI-powered image analysis tools that automate diagnoses and improve accuracy, cloud-based platforms enabling remote consultations and collaboration, and advanced 3D visualization software for surgical planning. These advancements tackle

rising pet healthcare costs and specialist shortages. Pet owners, empowered by growing insurance coverage, demand better diagnostics and care, creating fertile ground for solutions like integrated practice management systems with seamless image integration and mobile apps for real-time patient monitoring.

“The small companion animals segment, by animal type, has the highest market share.”

Small companion animals, large animals and other animals make up the veterinary imaging market by animal type. In 2022, the market for veterinary imaging was dominated by the small companion animals category. The small companion animal segment of the veterinary imaging market is sprinting ahead, fueled by a booming pet population, rising insurance penetration, and increasing demand for minimally invasive procedures. Miniaturized and portable ultrasound machines are democratizing access, while AI-powered tools for image analysis are speeding up diagnoses and improving accuracy. Cloud-based image sharing platforms and telemedicine solutions are bridging geographical and specialist gaps, enhancing care for pets in remote areas.

Additionally, advancements in low-dose CT and MRI scans are minimizing radiation exposure, aligning with pet owner concerns for animal welfare. Companies offering mobile imaging solutions, AI-integrated platforms, and cloud-based image management systems can capitalize on this fertile ground, ensuring accessible, advanced, and pet-friendly imaging for our furry companions.

“Asia Pacific market to witness the highest growth during the forecast period.”

During the forecast period, APAC is anticipated to grow at the fastest rate. The major factors promoting the growth of the veterinary imaging market in this region are the growing number of animal population, rising per capita income, growing investments in the animal healthcare industry by key players, increasing demands for advanced technologies, and expansion of private sector veterinary hospitals in various countries in the Asia Pacific.

A breakdown of the primary participants (supply-side) for the veterinary imaging market referred to for this report is provided below:

a

By Company Type: Tier 1: 42%, Tier 2: 35%, and Tier 3: 23%

By Designation: C-level Executives: 28%, Directors: 35%, and Others: 37%

By Region: North America: 33%, Europe: 24%, Asia Pacific: 18%, Latin America: 10%; Middle East: 10%; Africa: 5%

The prominent players operating in the veterinary imaging market are GE Healthcare (US), Agfa-Gevaert N.V. (Belgium), Carestream Health (US), Esaote S.p.A (Italy), IDEXX Laboratories, Inc. (US), Mindray Medical International Limited (China), Canon Inc. (Japan), Heska Corporation (US), Siemens Healthineers (Germany), FUJIFILM Holdings Corporation (Japan), Konica Minolta Inc. (Japan), Samsung Electronics Co., Ltd. (South Korea), E.I. Medical Imaging (US), IMV imaging (UK), SEDECAL (Spain).

Research Coverage:

The market study covers the veterinary imaging market across various segments. It aims to estimate the market size and the growth potential of this market across different segments by product, modality, application, animal type, end-user, and region. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to their product and business offerings, recent developments, and key market strategies.

Reasons to Buy the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall veterinary imaging 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 pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report provides insights into the following pointers:

Analysis of key drivers (increasing rate of companion animal population, growing number of veterinary practitioners and their rising income levels in developed economies, growing prevalence of animal diseases), restraints (high cost of veterinary imaging instruments, rising rate of pet care costs), opportunities

(untapped emerging markets) and challenges (lack of animal healthcare awareness in emerging countries).

Shortage of veterinary practitioners, especially in developing markets) influencing the growth of the veterinary imaging market

Market Penetration: Comprehensive information on product portfolios offered by the top players in the global veterinary imaging market. The report analyzes this market by product, application, animal type, end user, and region.

Product Enhancement/Innovation: Detailed insights on upcoming trends and product launches in the global veterinary imaging market.

Market Development: Comprehensive information on the lucrative emerging markets by product, application, animal type, end user, and region.

Market Diversification: Exhaustive information about new products and services, growing geographies, recent developments, and investments in the global veterinary imaging market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, product and service offerings, and capabilities of leading players in the global veterinary imaging market.

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*Business Overview, Products/Services/Solutions Offered, MnM View, Key Strengths and Right to Win, Strategic Choices Made, Weaknesses and Competitive Threats, Recent Developments might not be captured in case of unlisted companies.

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