

# **Global Portable Ultrasound Devices Market: Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023**

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## **Abstracts**

Portable ultrasound is an imaging medical device uses the high-frequency sound waves to visualize the internal body organs. Portable ultrasound devices incorporate wireless features such as bluetooth and near-field communication to deliver sophisticated home-based healthcare for patients. Such wireless devices help increase mobility, connectivity, and portability. The portable ultra sound device contains a probe for the transmission of high-frequency ultrasonic sound waves into the patient's body. These high-frequency sound waves reflected by body organs into the probe and are transmitted to a display and generate the image by using echoes. The portable ultrasound machine system is used to visualize kidneys, liver, human foetus, heart, blood vessels, and other internal organs. Major technological development in the portable ultrasound devices is increasing device ruggedness. These devices are commonly used in wide range of areas including emergency medicine, musculoskeletal imaging etc.

Portable ultrasound devices market is growing at a significant CAGR due to the increase in the geriatric population and rising in the prevalence of various chronic diseases such as cancer, diabetes, and various cardiovascular diseases. Increase in the spectrum of applications, and technology advancement in the manufacturing of portable ultrasound devices (3D and 4D) are the key drivers affecting the growth of portable ultrasound devices market. Similarly, increase in public-private partnership investments, rise in preference for minimally or non-invasive therapeutic and diagnostic techniques, higher healthcare expenditures might fuel the growth of portable ultrasound devices market. Moreover, increase in diagnostic imaging procedures by using

ultrasound device, and increase in awareness for early disease detection are expected to boost the growth of portable ultrasound devices market. However, high cost for the portable ultrasound devices, risk of patient data storage, lack of skilled and experienced sonographers, and stringent regulatory policies for product approval are hamper the portable ultrasound devices market growth.

The portable ultrasound devices market is segmented based on the device type, application, technology, and end users.

Based on device type, the portable ultrasound devices market is segmented into the following:

- Bedside devices

- Trolley/cart based devices

- Handheld devices

Based on application, the portable ultrasound devices market is segmented into the following:

- Traditional areas

- Radiology

- Gynaecology

- Cardiology

- Urology

- Others

- Emerging areas

- Emergency medicine

- Anaesthesiology

Musculoskeletal

Others

Based on the technology, the portable ultrasound devices market is segmented into the following:

Diagnostics portable ultrasound devices

2D, 3D, and 4D technology

Doppler technology

Therapeutics portable ultrasound devices

Extracorporeal shockwave lithotripsy

High-intensity focused ultrasound

Based on the end-user, the portable ultrasound devices market is segmented into the following:

Hospitals

Diagnostic centres

Surgical centres

Ambulatory care centres

Others

Nowadays, the portable ultrasound devices market is in the flourishing stage with several local and international players are actively involved in the development of portable ultrasound devices. Launching of new products with advanced technology,

approvals for new products from various administrative bodies such as U.S. FDA and EMEA, mergers & acquisitions, partnerships, collaborations are might fuel the growth of portable ultrasound devices market. For instance, in December 2011, Fujifilm's acquired Sonosite for the development of high-quality imaging technologies and pioneering point-of-care expertise to drive next generation medical imaging solutions. Similarly, in May 2015, GE healthcare launched a new portable ultrasound system which is designed for frontline healthcare workers to help improve maternal health in developing regions; the device will enable clinicians to provide care to their patients even in the most remote of settings.

Geographically, portable ultrasound devices market has been segmented into following regions Viz. North America, Europe, Latin America, Middle East & Africa, and Asia-Pacific. Europe expected to hold a largest share in the portable ultrasound devices market attributed to increasing incidence rate of chronic disorders, rise in the demand for advanced ultrasound systems, and presence of developed healthcare infrastructure expected to propel the portable ultrasound devices market. However, the Asia-Pacific holds a significant growth over the forecast period owing to, increase in the awareness about the ultrasound procedures and rise in the healthcare expenditure on are driving the growth of portable ultrasound devices market. In addition, the rapidly growing aging population in also helps the market players to invest in Asia-Pacific countries, which could contribute the growth of portable ultrasound devices market.

Some of the players in portable ultrasound devices market are Fujifilm Holdings Corporation (Japan), Esaote SpA (Italy), Analogic Corporation (U.S), Koninklijke Philips N.V. (Netherlands), Siemens Ltd. (Germany), Hitachi, Ltd. (Japan), Toshiba Corporation (Japan), General Electric Corporation (U.S.), and Mindray Medical International Ltd (China) to name a few.

In 2017, Philips acquired tomtec, a clinical applications and imaging Software Company to strengthen its ultrasound business

In 2014, Analogic introduced the new Flex Focus 400 exp ultrasound system designed for point-of-care applications including anaesthesia, pain management, musculoskeletal and emergency medicine

## **REPORT OUTLINE:**

The report provides granular level information about the market size, regional market share and forecast from 2017-2023

The report covers in-detail insights about the competitor's overview, key findings and their key strategies

The report outlines drivers, restraints, challenges, and trends that are currently faced by the industry

The report tracks recent innovations, key developments and startup's details that are working in the industry

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenari

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET INTRODUCTION**

#### 2.1. Global Portable Ultrasound Devices Market– Taxonomy

#### 2.2. Global Portable Ultrasound Devices Market–Definitions

##### 2.2.1. Technology

##### 2.2.2. Device Type

### **3. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET DYNAMICS**

#### 3.1. Drivers

#### 3.2. Restraints

#### 3.3. Opportunities/Unmet Needs of the Market

#### 3.4. Trends

#### 3.5. Global Portable Ultrasound Devices Market Dynamics – Factors Impact Analysis

#### 3.6. Global Portable Ultrasound Devices Market– Recent Market Introductions

### **4. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023**

#### 4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

#### 4.2. Year-over-Year (Y-o-Y) Growth Analysis (%)

#### 4.3. Market Opportunity Analysis

### **5. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET FORECAST, BY DEVICE TYPE, 2012 - 2016 AND FORECAST, 2017 - 2023**

#### 5.1. Bedside Devices

##### 5.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

##### 5.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

##### 5.1.3. Market Opportunity Analysis

#### 5.2. Trolley/Cart Based Devices

##### 5.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

##### 5.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

##### 5.2.3. Market Opportunity Analysis

#### 5.3. Handheld Devices

- 5.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 5.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 5.3.3. Market Opportunity Analysis

## **6. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET FORECAST, BY APPLICATION, 2012 - 2016 AND FORECAST, 2017 - 2023**

### **6.1. Radiology**

- 6.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.1.3. Market Opportunity Analysis

### **6.2. Gynaecology**

- 6.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.2.3. Market Opportunity Analysis

### **6.3. Cardiology**

- 6.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.3.3. Market Opportunity Analysis

### **6.4. Urology**

- 6.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.4.3. Market Opportunity Analysis

### **6.5. Emergency Medicine**

- 6.5.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.5.3. Market Opportunity Analysis

### **6.6. Anaesthesiology**

- 6.6.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.6.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.6.3. Market Opportunity Analysis

### **6.7. Musculoskeletal**

- 6.7.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.7.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.7.3. Market Opportunity Analysis

### **6.8. Others**

- 6.8.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.8.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.8.3. Market Opportunity Analysis

## **7. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET FORECAST, BY TECHNOLOGY, 2012 - 2016 AND FORECAST, 2017 - 2023**

### **7.1. 2D, 3D, and 4D Technology**

7.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.1.3. Market Opportunity Analysis

### **7.2. Doppler Technology**

7.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.2.3. Market Opportunity Analysis

### **7.3. Extracorporeal Shockwave Lithotripsy**

7.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.3.3. Market Opportunity Analysis

### **7.4. High-intensity Focused Ultrasound**

7.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.4.3. Market Opportunity Analysis

## **8. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET FORECAST, BY END USER, 2012 - 2016 AND FORECAST, 2017 - 2023**

### **8.1. Hospitals**

8.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.1.3. Market Opportunity Analysis

### **8.2. Diagnostic Centers**

8.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.2.3. Market Opportunity Analysis

### **8.3. Ambulatory Care Centers**

8.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.3.3. Market Opportunity Analysis

### **8.4. Others**

8.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)



#### 8.4.3. Market Opportunity Analysis

### **9. GLOBAL PORTABLE ULTRASOUND DEVICES MARKET FORECAST, BY REGION, 2012 - 2016 AND FORECAST, 2017 - 2023**

#### 9.1. North America

9.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.1.3. Market Opportunity Analysis

#### 9.2. Europe

9.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.2.3. Market Opportunity Analysis

#### 9.3. Asia-Pacific

9.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.3.3. Market Opportunity Analysis

#### 9.4. Latin America

9.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.4.3. Market Opportunity Analysis

#### 9.5. Middle East and Africa

9.5.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.5.3. Market Opportunity Analysis

#### 9.6. Global Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, By End User, and Region, 2017 – 2023

### **10. NORTH AMERICA PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

10.1.1. Device Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.1.1. Bedside Devices

10.1.1.2. Trolley/Cart Based Devices

10.1.1.3. Handheld Devices

10.1.2. Application Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.2.1. Traditional Areas

- 10.1.2.1.1. Radiology
- 10.1.2.1.2. Gynaecology
- 10.1.2.1.3. Cardiology
- 10.1.2.1.4. Urology
- 10.1.2.1.5. Others
- 10.1.2.2. Emerging Areas
  - 10.1.2.2.1. Emergency Medicine
  - 10.1.2.2.2. Anesthesiology
  - 10.1.2.2.3. Musculoskeletal
  - 10.1.2.2.4. Others
- 10.1.3. Technology Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 10.1.3.1. Diagnostics Portable Ultrasound Devices
    - 10.1.3.1.1. 2D, 3D, and 4D Technology
    - 10.1.3.1.2. Doppler Technology
  - 10.1.3.2. Therapeutics Portable Ultrasound Devices
    - 10.1.3.2.1. Extracorporeal Shockwave Lithotripsy
    - 10.1.3.2.2. High-intensity Focused Ultrasound
- 10.1.4. End User Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 10.1.4.1. Hospitals
  - 10.1.4.2. Diagnostic Centers
  - 10.1.4.3. Ambulatory Care Centers
  - 10.1.4.4. Others
- 10.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)
  - 10.1.5.1. U.S.
  - 10.1.5.2. Canada
- 10.1.6. North America Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, By End User, and Country, 2017 – 2023
- 10.1.7. North America Portable Ultrasound Devices Market Dynamics – Trends

## **11. EUROPE PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

- 11.1.1. Device Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 11.1.1.1. Bedside Devices

- 11.1.1.2. Trolley/Cart Based Devices
- 11.1.1.3. Handheld Devices
- 11.1.2. Application Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 11.1.2.1. Traditional Areas
    - 11.1.2.1.1. Radiology
    - 11.1.2.1.2. Gynaecology
    - 11.1.2.1.3. Cardiology
    - 11.1.2.1.4. Urology
    - 11.1.2.1.5. Others
  - 11.1.2.2. Emerging Areas
    - 11.1.2.2.1. Emergency Medicine
    - 11.1.2.2.2. Anesthesiology
    - 11.1.2.2.3. Musculoskeletal
    - 11.1.2.2.4. Others
- 11.1.3. Technology Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 11.1.3.1. Diagnostics Portable Ultrasound Devices
    - 11.1.3.1.1. 2D, 3D, and 4D Technology
    - 11.1.3.1.2. Doppler Technology
  - 11.1.3.2. Therapeutics Portable Ultrasound Devices
    - 11.1.3.2.1. Extracorporeal Shockwave Lithotripsy
    - 11.1.3.2.2. High-intensity Focused Ultrasound
- 11.1.4. End User Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 11.1.4.1. Hospitals
  - 11.1.4.2. Diagnostic Centers
  - 11.1.4.3. Ambulatory Care Centers
  - 11.1.4.4. Others
- 11.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 11.1.5.1. Germany
  - 11.1.5.2. UK
  - 11.1.5.3. France
  - 11.1.5.4. Spain
  - 11.1.5.5. Italy
  - 11.1.5.6. Russia
  - 11.1.5.7. Poland
  - 11.1.5.8. Rest of Europe

11.1.6. Europe Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, By End User, and Country, 2017 – 2023

11.1.7. Europe Portable Ultrasound Devices Market Dynamics – Trends

## **12. ASIA-PACIFIC PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

12.1.1. Device Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.1.1. Bedside Devices

12.1.1.2. Trolley/Cart Based Devices

12.1.1.3. Handheld Devices

12.1.2. Application Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.2.1. Traditional Areas

12.1.2.1.1. Radiology

12.1.2.1.2. Gynaecology

12.1.2.1.3. Cardiology

12.1.2.1.4. Urology

12.1.2.1.5. Others

12.1.2.2. Emerging Areas

12.1.2.2.1. Emergency Medicine

12.1.2.2.2. Anesthesiology

12.1.2.2.3. Musculoskeletal

12.1.2.2.4. Others

12.1.3. Technology Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.3.1. Diagnostics Portable Ultrasound Devices

12.1.3.1.1. 2D, 3D, and 4D Technology

12.1.3.1.2. Doppler Technology

12.1.3.2. Therapeutics Portable Ultrasound Devices

12.1.3.2.1. Extracorporeal Shockwave Lithotripsy

12.1.3.2.2. High-intensity Focused Ultrasound

12.1.4. End User Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.4.1. Hospitals

12.1.4.2. Diagnostic Centers

12.1.4.3. Ambulatory Care Centers

12.1.4.4. Others

12.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn),

Y-o-Y Growth (%), and Market Share (%)

12.1.5.1. Japan

12.1.5.2. China

12.1.5.3. India

12.1.5.4. ASEAN

12.1.5.5. Australia & New Zealand

12.1.5.6. Rest of Asia-Pacific

12.1.6. Asia-Pacific Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, By End User, and Country, 2017 – 2023

12.1.7. Asia-Pacific Portable Ultrasound Devices Market Dynamics – Trends

### **13. LATIN AMERICA PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

13.1.1. Device Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.1.1. Bedside Devices

13.1.1.2. Trolley/Cart Based Devices

13.1.1.3. Handheld Devices

13.1.2. Application Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.2.1. Traditional Areas

13.1.2.1.1. Radiology

13.1.2.1.2. Gynaecology

13.1.2.1.3. Cardiology

13.1.2.1.4. Urology

13.1.2.1.5. Others

13.1.2.2. Emerging Areas

13.1.2.2.1. Emergency Medicine

13.1.2.2.2. Anesthesiology

13.1.2.2.3. Musculoskeletal

13.1.2.2.4. Others

13.1.3. Technology Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.3.1. Diagnostics Portable Ultrasound Devices

13.1.3.1.1. 2D, 3D, and 4D Technology

- 13.1.3.1.2. Doppler Technology
- 13.1.3.2. Therapeutics Portable Ultrasound Devices
  - 13.1.3.2.1. Extracorporeal Shockwave Lithotripsy
  - 13.1.3.2.2. High-intensity Focused Ultrasound
- 13.1.4. End User Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 13.1.4.1. Hospitals
  - 13.1.4.2. Diagnostic Centers
  - 13.1.4.3. Ambulatory Care Centers
  - 13.1.4.4. Others
- 13.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 13.1.5.1. Brazil
  - 13.1.5.2. Mexico
  - 13.1.5.3. Argentina
  - 13.1.5.4. Venezuela
  - 13.1.5.5. Rest of Latin America
- 13.1.6. Latin America Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, End User, and Country, 2017 – 2023
- 13.1.7. Latin America Portable Ultrasound Devices Market Dynamics – Trends

## **14. MIDDLE EAST & AFRICA PORTABLE ULTRASOUND DEVICES MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

- 14.1.1. Device Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 14.1.1.1. Bedside Devices
  - 14.1.1.2. Trolley/Cart Based Devices
  - 14.1.1.3. Handheld Devices
- 14.1.2. Application Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 14.1.2.1. Traditional Areas
    - 14.1.2.1.1. Radiology
    - 14.1.2.1.2. Gynaecology
    - 14.1.2.1.3. Cardiology
    - 14.1.2.1.4. Urology
    - 14.1.2.1.5. Others
  - 14.1.2.2. Emerging Areas
    - 14.1.2.2.1. Emergency Medicine

- 14.1.2.2.2. Anesthesiology
- 14.1.2.2.3. Musculoskeletal
- 14.1.2.2.4. Others
- 14.1.3. Technology Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 14.1.3.1. Diagnostics Portable Ultrasound Devices
    - 14.1.3.1.1. 2D, 3D, and 4D Technology
    - 14.1.3.1.2. Doppler Technology
  - 14.1.3.2. Therapeutics Portable Ultrasound Devices
    - 14.1.3.2.1. Extracorporeal Shockwave Lithotripsy
    - 14.1.3.2.2. High-intensity Focused Ultrasound
- 14.1.4. End User Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)
  - 14.1.4.1. Hospitals
  - 14.1.4.2. Diagnostic Centers
  - 14.1.4.3. Ambulatory Care Centers
  - 14.1.4.4. Others
- 14.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 14.1.5.1. Gulf Cooperation Council (GCC) Countries
  - 14.1.5.2. Israel
  - 14.1.5.3. South Africa
  - 14.1.5.4. Rest of MEA
- 14.1.6. MEA Portable Ultrasound Devices Market- Opportunity Analysis Index - By Device Type, By Application, By Technology, By End User, and Country, 2017 – 2023
- 14.1.7. MEA Portable Ultrasound Devices Market Dynamics – Trends

## **15. COMPETITION LANDSCAPE**

- 15.1. Strategic Dashboard of Top Market Players
- 15.2. Company Profiles (Introduction, Financial Analysis, Drug & Service Offerings, Key Developments, Strategies, and SWOT Analysis)
  - 15.2.1. Fujifilm Holdings Corporation (Japan)
  - 15.2.2. Esaote SpA (Italy)
  - 15.2.3. Analogic Corporation (U.S)
  - 15.2.4. Koninklijke Philips N.V. (Netherlands)
  - 15.2.5. Siemens Ltd. (Germany)
  - 15.2.6. Hitachi, Ltd. (Japan)
  - 15.2.7. Toshiba Corporation (Japan)

15.2.8. General Electric Corporation (U.S.)

15.2.9. Mindray Medical International Ltd (China)

## **16. RESEARCH METHODOLOGY**

## **17. KEY ASSUMPTIONS AND ACRONYMS**



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