

Intravascular Ultrasound Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Intravascular Ultrasound Market Summary

Introduction

Intravascular ultrasound (IVUS) systems, including virtual histology, iMAP, and integrated backscatter types, guide minimally invasive cardiovascular interventions (3 million PCI procedures annually). IVUS enhances stent placement accuracy and reduces complications. The market is driven by rising cardiovascular diseases (17.9 million deaths), aging populations (2.1 billion over 60 by 2050), and demand for precise diagnostics. Innovations like high-resolution imaging and AI integration boost adoption. The global market is projected to reach between USD 510 million and USD 790 million in 2025, with a CAGR of 4.2% to 6.1% through 2030.

Regional Analysis

North America: The U.S. leads with high PCI volumes, while Canada focuses on coronary care.

Europe: Germany, France, and the UK drive demand due to advanced cardiology systems.

Asia Pacific: China sees growth from rising CVD cases, while Japan emphasizes elderly care.

Rest of the World: Brazil expands cardiac services, and the Middle East invests in

diagnostics.

Application Analysis

Hospitals: Expected growth of 4.3%-6.2%, driven by PCI procedures. Trends focus on real-time imaging.

Diagnostic Imaging Centers: Projected growth of 4.2%-6.1%, linked to outpatient diagnostics. Developments emphasize portability.

Academic and Research Institutes: Anticipated growth of 4.4%-6.3%, suited for innovation. Advances prioritize AI integration.

Type Analysis

Virtual Histology IVUS: Expected growth of 4.4%-6.3%, valued for tissue characterization. Trends highlight 3D visualization.

iMAP IVUS: Projected growth of 4.3%-6.2%, key for plaque assessment. Advances focus on precision.

Integrated Backscatter IVUS: Anticipated growth of 4.2%-6.1%, driven by detailed imaging. Innovations emphasize automation.

Key Market Players

Leading firms include Philips, offering Proxis; Boston Scientific Corporation, enhancing IVUS; Canon Medical Systems Corporation, scaling diagnostics; Siemens Healthcare, focusing on imaging; GE Healthcare, boosting precision; Hitachi, advancing ultrasound; Mindray Medical International, targeting affordability; Samsung Medison, innovating in imaging; Chison Medical Technologies, scaling solutions; and Fujifilm, supporting diagnostics.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to high R&D and regulatory barriers, though AI innovators can enter.

Threat of Substitutes: Low, as IVUS is essential for precise PCI with no direct

alternatives.

Bargaining Power of Buyers: Moderate, with facilities seeking accurate, cost-effective systems, though clinical needs limit options.

Bargaining Power of Suppliers: Low, with multiple component providers.

Competitive Rivalry: High, with competition on imaging resolution, AI integration, and cost.

Market Opportunities and Challenges

Opportunities:

Cardiovascular diseases (17.9 million deaths) and PCI procedures (3 million annually) drive demand.

Aging populations (2.1 billion over 60 by 2050) boost needs, while high-resolution imaging and AI enhance adoption.

Minimally invasive trends increase usage.

Challenges:

High costs of advanced IVUS systems limit access in low-income regions.

Regulatory delays for AI tech slow growth.

Limited interventional cardiologists in rural areas restrict expansion.

Market News

In April 2024, Provisio Medical's Provisio IVUS System received FDA clearance for real-time measurements.

In May 2024, SonoVascular partnered with Lantheus Holdings for the

SonoThrombectomy System.

In October 2023, Evident Vascular launched with USD 35 million for AI-enhanced IVUS technology.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

6.1 Upstream/Suppliers Analysis

6.2 Intravascular Ultrasound Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

7.1 Latest News

7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

CHAPTER 8 HISTORICAL AND FORECAST INTRAVASCULAR ULTRASOUND MARKET IN NORTH AMERICA (2020-2030)

8.1 Intravascular Ultrasound Market Size

8.2 Intravascular Ultrasound Market by End Use

8.3 Competition by Players/Suppliers

8.4 Intravascular Ultrasound Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

CHAPTER 9 HISTORICAL AND FORECAST INTRAVASCULAR ULTRASOUND MARKET IN SOUTH AMERICA (2020-2030)

9.1 Intravascular Ultrasound Market Size

9.2 Intravascular Ultrasound Market by End Use

9.3 Competition by Players/Suppliers

9.4 Intravascular Ultrasound Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

CHAPTER 10 HISTORICAL AND FORECAST INTRAVASCULAR ULTRASOUND MARKET IN ASIA & PACIFIC (2020-2030)

10.1 Intravascular Ultrasound Market Size

10.2 Intravascular Ultrasound Market by End Use

10.3 Competition by Players/Suppliers

10.4 Intravascular Ultrasound Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

CHAPTER 11 HISTORICAL AND FORECAST INTRAVASCULAR ULTRASOUND MARKET IN EUROPE (2020-2030)

- 11.1 Intravascular Ultrasound Market Size
- 11.2 Intravascular Ultrasound Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Intravascular Ultrasound Market Size by Type
- 11.5 Key Countries Analysis
 - 11.5.1 Germany
 - 11.5.2 France
 - 11.5.3 United Kingdom
 - 11.5.4 Italy
 - 11.5.5 Spain
 - 11.5.6 Belgium
 - 11.5.7 Netherlands
 - 11.5.8 Austria
 - 11.5.9 Poland
 - 11.5.10 Russia

CHAPTER 12 HISTORICAL AND FORECAST INTRAVASCULAR ULTRASOUND MARKET IN MEA (2020-2030)

- 12.1 Intravascular Ultrasound Market Size
- 12.2 Intravascular Ultrasound Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Intravascular Ultrasound Market Size by Type
- 12.5 Key Countries Analysis
 - 12.5.1 Egypt
 - 12.5.2 Israel
 - 12.5.3 South Africa
 - 12.5.4 Gulf Cooperation Council Countries
 - 12.5.5 Turkey

CHAPTER 13 SUMMARY FOR GLOBAL INTRAVASCULAR ULTRASOUND MARKET (2020-2025)

- 13.1 Intravascular Ultrasound Market Size
- 13.2 Intravascular Ultrasound Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Intravascular Ultrasound Market Size by Type

CHAPTER 14 GLOBAL INTRAVASCULAR ULTRASOUND MARKET FORECAST (2025-2030)

- 14.1 Intravascular Ultrasound Market Size Forecast
- 14.2 Intravascular Ultrasound Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Intravascular Ultrasound Type Forecast

CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS

- 15.1 Philips
 - 15.1.1 Company Profile
 - 15.1.2 Main Business and Intravascular Ultrasound Information
 - 15.1.3 SWOT Analysis of Philips
 - 15.1.4 Philips Intravascular Ultrasound Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Boston Scientific Corporation
 - 15.2.1 Company Profile
 - 15.2.2 Main Business and Intravascular Ultrasound Information
 - 15.2.3 SWOT Analysis of Boston Scientific Corporation
 - 15.2.4 Boston Scientific Corporation Intravascular Ultrasound Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 Canon Medical Systems Corporation
 - 15.3.1 Company Profile
 - 15.3.2 Main Business and Intravascular Ultrasound Information
 - 15.3.3 SWOT Analysis of Canon Medical Systems Corporation
 - 15.3.4 Canon Medical Systems Corporation Intravascular Ultrasound Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Siemens Healthcare
 - 15.4.1 Company Profile
 - 15.4.2 Main Business and Intravascular Ultrasound Information
 - 15.4.3 SWOT Analysis of Siemens Healthcare
 - 15.4.4 Siemens Healthcare Intravascular Ultrasound Revenue, Gross Margin and

Market Share (2020-2025)

15.5 GE Healthcare

15.5.1 Company Profile

15.5.2 Main Business and Intravascular Ultrasound Information

15.5.3 SWOT Analysis of GE Healthcare

15.5.4 GE Healthcare Intravascular Ultrasound Revenue, Gross Margin and Market Share (2020-2025)

15.6 Hitachi

15.6.1 Company Profile

15.6.2 Main Business and Intravascular Ultrasound Information

15.6.3 SWOT Analysis of Hitachi

15.6.4 Hitachi Intravascular Ultrasound Revenue, Gross Margin and Market Share (2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms

Table Research Scope of Intravascular Ultrasound Report

Table Data Sources of Intravascular Ultrasound Report

Table Major Assumptions of Intravascular Ultrasound Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Intravascular Ultrasound Picture

Table Intravascular Ultrasound Classification

Table Intravascular Ultrasound Applications

Table Drivers of Intravascular Ultrasound Market

Table Restraints of Intravascular Ultrasound Market

Table Opportunities of Intravascular Ultrasound Market

Table Threats of Intravascular Ultrasound Market

Table Covid-19 Impact For Intravascular Ultrasound Market

Table Raw Materials Suppliers

Table Different Production Methods of Intravascular Ultrasound

Table Cost Structure Analysis of Intravascular Ultrasound

Table Key End Users

Table Latest News of Intravascular Ultrasound Market

Table Merger and Acquisition

Table Planned/Future Project of Intravascular Ultrasound Market

Table Policy of Intravascular Ultrasound Market

Table 2020-2030 North America Intravascular Ultrasound Market Size

Figure 2020-2030 North America Intravascular Ultrasound Market Size and CAGR

Table 2020-2030 North America Intravascular Ultrasound Market Size by Application
Table 2020-2025 North America Intravascular Ultrasound Key Players Revenue
Table 2020-2025 North America Intravascular Ultrasound Key Players Market Share
Table 2020-2030 North America Intravascular Ultrasound Market Size by Type
Table 2020-2030 United States Intravascular Ultrasound Market Size
Table 2020-2030 Canada Intravascular Ultrasound Market Size
Table 2020-2030 Mexico Intravascular Ultrasound Market Size
Table 2020-2030 South America Intravascular Ultrasound Market Size
Figure 2020-2030 South America Intravascular Ultrasound Market Size and CAGR
Table 2020-2030 South America Intravascular Ultrasound Market Size by Application
Table 2020-2025 South America Intravascular Ultrasound Key Players Revenue
Table 2020-2025 South America Intravascular Ultrasound Key Players Market Share
Table 2020-2030 South America Intravascular Ultrasound Market Size by Type
Table 2020-2030 Brazil Intravascular Ultrasound Market Size
Table 2020-2030 Argentina Intravascular Ultrasound Market Size
Table 2020-2030 Chile Intravascular Ultrasound Market Size
Table 2020-2030 Peru Intravascular Ultrasound Market Size
Table 2020-2030 Asia & Pacific Intravascular Ultrasound Market Size
Figure 2020-2030 Asia & Pacific Intravascular Ultrasound Market Size and CAGR
Table 2020-2030 Asia & Pacific Intravascular Ultrasound Market Size by Application
Table 2020-2025 Asia & Pacific Intravascular Ultrasound Key Players Revenue
Table 2020-2025 Asia & Pacific Intravascular Ultrasound Key Players Market Share
Table 2020-2030 Asia & Pacific Intravascular Ultrasound Market Size by Type
Table 2020-2030 China Intravascular Ultrasound Market Size
Table 2020-2030 India Intravascular Ultrasound Market Size
Table 2020-2030 Japan Intravascular Ultrasound Market Size
Table 2020-2030 South Korea Intravascular Ultrasound Market Size
Table 2020-2030 Southeast Asia Intravascular Ultrasound Market Size
Table 2020-2030 Australia Intravascular Ultrasound Market Size
Table 2020-2030 Europe Intravascular Ultrasound Market Size
Figure 2020-2030 Europe Intravascular Ultrasound Market Size and CAGR
Table 2020-2030 Europe Intravascular Ultrasound Market Size by Application
Table 2020-2025 Europe Intravascular Ultrasound Key Players Revenue
Table 2020-2025 Europe Intravascular Ultrasound Key Players Market Share
Table 2020-2030 Europe Intravascular Ultrasound Market Size by Type
Table 2020-2030 Germany Intravascular Ultrasound Market Size
Table 2020-2030 France Intravascular Ultrasound Market Size
Table 2020-2030 United Kingdom Intravascular Ultrasound Market Size
Table 2020-2030 Italy Intravascular Ultrasound Market Size

Table 2020-2030 Spain Intravascular Ultrasound Market Size
Table 2020-2030 Belgium Intravascular Ultrasound Market Size
Table 2020-2030 Netherlands Intravascular Ultrasound Market Size
Table 2020-2030 Austria Intravascular Ultrasound Market Size
Table 2020-2030 Poland Intravascular Ultrasound Market Size
Table 2020-2030 Russia Intravascular Ultrasound Market Size
Table 2020-2030 MEA Intravascular Ultrasound Market Size
Figure 2020-2030 MEA Intravascular Ultrasound Market Size and CAGR
Table 2020-2030 MEA Intravascular Ultrasound Market Size by Application
Table 2020-2025 MEA Intravascular Ultrasound Key Players Revenue
Table 2020-2025 MEA Intravascular Ultrasound Key Players Market Share
Table 2020-2030 MEA Intravascular Ultrasound Market Size by Type
Table 2020-2030 Egypt Intravascular Ultrasound Market Size
Table 2020-2030 Israel Intravascular Ultrasound Market Size
Table 2020-2030 South Africa Intravascular Ultrasound Market Size
Table 2020-2030 Gulf Cooperation Council Countries Intravascular Ultrasound Market Size
Table 2020-2030 Turkey Intravascular Ultrasound Market Size
Table 2020-2025 Global Intravascular Ultrasound Market Size by Region
Table 2020-2025 Global Intravascular Ultrasound Market Size Share by Region
Table 2020-2025 Global Intravascular Ultrasound Market Size by Application
Table 2020-2025 Global Intravascular Ultrasound Market Share by Application
Table 2020-2025 Global Intravascular Ultrasound Key Vendors Revenue
Figure 2020-2025 Global Intravascular Ultrasound Market Size and Growth Rate
Table 2020-2025 Global Intravascular Ultrasound Key Vendors Market Share
Table 2020-2025 Global Intravascular Ultrasound Market Size by Type
Table 2020-2025 Global Intravascular Ultrasound Market Share by Type
Table 2025-2030 Global Intravascular Ultrasound Market Size by Region
Table 2025-2030 Global Intravascular Ultrasound Market Size Share by Region
Table 2025-2030 Global Intravascular Ultrasound Market Size by Application
Table 2025-2030 Global Intravascular Ultrasound Market Share by Application
Table 2025-2030 Global Intravascular Ultrasound Key Vendors Revenue
Figure 2025-2030 Global Intravascular Ultrasound Market Size and Growth Rate
Table 2025-2030 Global Intravascular Ultrasound Key Vendors Market Share
Table 2025-2030 Global Intravascular Ultrasound Market Size by Type
Table 2025-2030 Intravascular Ultrasound Global Market Share by Type

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