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Elastography Imaging Market Forecasts to 2032 – Global Analysis By Modality (Ultrasound Elastography and Magnetic Resonance Elastography (MRE)), Technology (Strain Elastography, Shear Wave Elastography), Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Elastography Imaging Market is accounted for $2.49 billion in 2025 and is expected to reach $4.65 billion by 2032 growing at a CAGR of 9.32% during the forecast period. A non-invasive medical imaging method called elastography imaging gauges the elasticity or stiffness of tissues to find anomalies. In order to detect disorders where tissue stiffness varies, such as liver fibrosis and tumours, it applies mechanical force to tissues and examines how they deform in response. Elastography, which is frequently utilised in conjunction with MRI or ultrasound, offers quantitative, real-time data that improves early disease identification and diagnostic precision. It is particularly useful in musculoskeletal imaging, hepatology, and cancer, providing a more accurate and safer substitute for invasive biopsy techniques.

Market Dynamics:

Driver:

Rising prevalence of chronic liver diseases and cancer

Elastography provides a precise and non-invasive way to identify liver tumours and fibrosis, facilitating early diagnosis and therapy. The need for sophisticated imaging technologies is fuelled by rising rates of cirrhosis, fatty liver disease, and hepatitis worldwide. Elastography's capacity to measure tissue stiffness also helps cancer

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patients by enhancing tumour characterisation. In an effort to improve patient outcomes and lessen the necessity for biopsies, healthcare providers are using this technology more and more. Elastography imaging is therefore becoming increasingly clinically accepted in hospitals and diagnostic facilities.

Restraint:

High cost of elastography imaging systems

A large initial investment is frequently needed for these systems, which many healthcare organisations cannot afford. Institutions with tight resources are further burdened by maintenance and operating expenses. Because of financial limitations, smaller hospitals and diagnostic facilities could choose traditional imaging techniques. The market penetration of sophisticated elastography technologies is constrained by this expensive hurdle. Consequently, the elastography imaging market's overall growth potential is impeded.

Opportunity:

Technological advancements and integration with AI

Artificial Intelligence (AI) and machine learning technologies are being combined to transform picture analysis. By automating image interpretation and identifying minor anomalies that the human eye frequently misses, artificial intelligence improves diagnosis accuracy. As a result, findings are more reproducible and operator dependence is decreased. AI also directs treatments and makes it easier to evaluate image quality in real time. Global market increase is anticipated as AI, big data, and cloud computing combine to provide increasingly more thorough and accurate diagnostic capabilities.

Threat:

Lack of skilled professionals and standardized protocols

The high learning curve associated with the technology makes many healthcare practitioners hesitant to invest in it. The disparity in competence between locations is further widened by inadequate training facilities. Furthermore, variable outcomes and decreased diagnostic confidence are caused by the lack of standardised imaging techniques. Wider incorporation into standard medical practice is discouraged by this

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discrepancy. Consequently, both operational inefficiency and user scepticism limit market expansion.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the elastography imaging market. Initially, there was a downturn due to deferred elective procedures and a shift in healthcare priorities towards managing the pandemic. Supply chain disruptions and reduced manufacturing capabilities further hindered market growth. However, as healthcare systems adapted, there was a resurgence in demand, particularly as elastography proved valuable in assessing organ damage, including lung fibrosis in long-COVID patients. The increased focus on non-invasive diagnostic methods and the backlog of postponed examinations are now driving a steady recovery and growth in the market.

The ultrasound elastography segment is expected to be the largest during the forecast period

The ultrasound elastography segment is expected to account for the largest market share during the forecast period, due to its non-invasive nature and cost-effectiveness compared to other imaging modalities like MRI. It offers real-time visualization and quantitative assessment of tissue stiffness, aiding in early disease detection and monitoring. The growing prevalence of chronic conditions like liver diseases and breast cancer further drives its adoption as a preferred diagnostic tool. Its ability to provide additional information beyond conventional ultrasound, particularly in identifying malignant tissues, reduces the need for invasive biopsies. Moreover, ongoing technological advancements and increasing awareness among healthcare professionals are continuously expanding its clinical applications and market reach.

The cardiology segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cardiology segment is predicted to witness the highest growth rate, due to necessitating advanced diagnostic tools. Elastography offers a non-invasive method for assessing myocardial stiffness and identifying fibrotic changes, crucial for early disease detection. Its ability to quantify tissue elasticity provides valuable insights for diagnosing conditions like heart failure and cardiomyopathy. Furthermore, the rising demand for comprehensive cardiac assessments that go beyond traditional imaging methods fuels its adoption. This makes elastography an

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increasingly vital tool in cardiovascular diagnostics, significantly contributing to the market's growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by increasing investments in healthcare infrastructure and rising awareness about early disease diagnosis. Growing prevalence of liver diseases, cancer, and chronic conditions fuels demand for advanced imaging technologies. Countries like China, Japan, and India are rapidly adopting elastography in both hospital and diagnostic settings. Technological advancements, coupled with expanding geriatric populations, support long-term growth prospects. Moreover, favorable government policies and expanding medical tourism further accelerate market expansion in the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to early adoption of innovative diagnostic technologies. Strong presence of major healthcare equipment manufacturers and research institutions contributes to continuous product development. Rising incidence of breast cancer, liver fibrosis, and cardiovascular diseases encourages clinical use of elastography. High healthcare spending, robust insurance coverage, and established regulatory frameworks drive consistent market growth. The U.S. dominates the regional market, benefiting from technological integration, skilled professionals, and increasing demand for non-invasive imaging solutions.

Key players in the market

Some of the key players profiled in the Elastography Imaging Market include Canon Medical Systems Corporation, GE HealthCare, Koninklijke Philips N.V., FUJIFILM Corporation, Mindray Medical International Limited, Esaote S.p.A, Siemens Healthineers, Hitachi, Ltd., Samsung Medison Co., Ltd., SuperSonic Imagine, Resoundant, Inc., Hologic, Inc., Toshiba America Medical Systems, Inc., Clarius Mobile Health, Carestream Health, Advanced Instrumentations, BK Medical Holding Company, Inc. and SonoScape Medical Corp.

Key Developments:

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In January 2025, GE HealthCare strengthened its partnership with the ESR as a Platinum Supporter for ECR 2025. This expanded collaboration focuses on redefining medical imaging innovation. The partnership emphasizes precision care, innovation and sustainability in radiology, all of which are highly relevant to elastography imaging advancements.

In June 2024, Canon Medical Systems USA, Inc. entered into a strategic partnership with Hermes Medical Solutions through a Sales Agent Agreement. The partnership is designed to broaden access to innovative solutions, improve clinical outcomes, and complement Canon's Vitrea Oncology offerings with advanced theragnostic capabilities.

In July 2023, GE HealthCare extended its collaboration with Elekta to expand access to precision radiation therapy solutions in India. This partnership aims to provide comprehensive imaging and treatment offerings for cancer patients, integrating diagnostic and therapeutic solutions. The alliance is designed to enable more efficient, precise, and personalized care, which aligns with the application of elastography in oncology for tumour characterization and treatment planning

Modalities Covered:

- Ultrasound Elastography
- Magnetic Resonance Elastography (MRE)

Technologies Covered:

- Strain Elastography
- Shear Wave Elastography
- Transient Elastography
- Point Shear Wave Elastography (pSWE)
- 2D Shear Wave Elastography (2D-SWE)
- MR Elastography (MRE)

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- Other Technologies

Applications Covered:

- General Imaging
- Cardiology
- Obstetrics/Gynecology
- Urology
- Orthopedic and Musculoskeletal
- Oncology
- Other Applications

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy

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- France
- Spain
- Rest of Europe

Asia Pacific

- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar

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South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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