

# **Obstetrics & Gynecology Ultrasound Devices Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Portability (Cart/Trolley-Based, Portable/Handheld), By Product (2D Ultrasound, 3D/4D Ultrasound, Doppler Ultrasound), By End Use (Hospitals, Diagnostic Centers, Others), By Region and Competition, 2020-2030F**

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## **Abstracts**

The global market for Obstetrics and Gynecology Ultrasound Devices was valued at USD 2.21 billion in 2024 and is projected to reach USD 2.99 billion by 2030, growing at a compound annual growth rate (CAGR) of 5.12% during the forecast period. This growth is primarily driven by the rising prevalence of gynecological disorders, increasing pregnancy rates, and technological advancements in imaging. Ultrasound devices are integral in prenatal screening, fetal monitoring, and diagnosing various gynecological conditions. Furthermore, the market is expanding due to a growing preference for minimally invasive diagnostic procedures and heightened awareness surrounding maternal and fetal health. Technological innovations, including 3D and 4D ultrasound and the integration of artificial intelligence (AI), have significantly enhanced diagnostic precision and improved patient outcomes. AI-powered ultrasound systems, which facilitate automated image analysis, have reduced the reliance on operator expertise. Additionally, the increasing demand for portable and handheld ultrasound devices, particularly in remote and resource-constrained areas, is further driving market growth.

### **Key Market Drivers**

#### **Growing Prevalence of Gynecological Disorders**

The market is witnessing notable growth due to the increasing prevalence of gynecological conditions. According to a November 2024 article published in ScienceDirect, gynecological diseases are the second most common category of newly reported non-communicable diseases. Conditions such as polycystic ovary syndrome (PCOS), endometriosis, uterine fibroids, and ovarian cysts are becoming more prevalent, driving the demand for advanced diagnostic tools. Ultrasound devices play a vital role in early detection, monitoring, and management of these conditions, improving patient outcomes. The growing focus on non-invasive, accurate diagnostics is increasing the adoption of obstetrics and gynecology ultrasound devices worldwide. Additionally, technological advancements, such as 3D and 4D imaging, have improved visualization and diagnostic precision, further enhancing the appeal of ultrasound in obstetric and gynecological applications.

The rising incidence of high-risk pregnancies is also contributing to market growth. Factors such as maternal age, lifestyle changes, and the growing prevalence of conditions like gestational diabetes and hypertension are increasing the need for fetal monitoring. Obstetric ultrasound is essential in ensuring fetal health and detecting complications early. The incorporation of artificial intelligence (AI) in ultrasound imaging has further improved diagnostic accuracy, reducing the risk of misinterpretation and facilitating timely interventions.

Government initiatives and investments in healthcare are expanding access to ultrasound services, particularly in developing regions where diagnostic tools have historically been scarce. The improvement of healthcare infrastructure, along with a rising number of trained sonographers, is further propelling market expansion. Moreover, portable and handheld ultrasound devices are gaining popularity, providing better accessibility in remote and underserved areas.

## Key Market Challenges

### High Cost of Advanced Ultrasound Systems

A significant challenge in the Obstetrics and Gynecology ultrasound devices market is the high cost of advanced imaging systems. High-end ultrasound machines with 3D/4D and Doppler capabilities come with premium prices, limiting their accessibility for smaller healthcare facilities, especially in developing countries. This cost barrier hampers market penetration and forces hospitals and clinics to rely on older, less efficient equipment, which in turn slows the adoption of newer technologies.

## Key Market Trends

### Technological Advancements Enhancing Diagnostic Capabilities

Technological advancements are one of the most notable trends in the market. The shift from traditional 2D ultrasound to 3D and 4D imaging, combined with the integration of artificial intelligence (AI) and machine learning, has significantly improved diagnostic accuracy. AI-driven ultrasound systems facilitate automated detection of fetal anomalies, reducing examination times and enhancing clinical workflow efficiency. Furthermore, the development of Doppler ultrasound and elastography techniques has broadened the functionality of ultrasound devices, enabling more precise assessments of blood flow and tissue elasticity in gynecological conditions.

In April 2022, a study published in NEJM Evidence highlighted the potential to expand access to obstetric ultrasound. Researchers at the University of North Carolina's Institute for Global Health & Infectious Diseases (IGHID) and the UNC Gillings School of Global Public Health developed an advanced AI model that accurately estimates gestational age using a point-of-care ultrasound (POCUS) device, enhancing accessibility and efficiency in prenatal care.

## Key Market Players

GE Healthcare Technologies Inc.

Siemens Healthcare Private Limited

Koninklijke Philips N.V.

Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

FUJIFILM Corporation

Samsung Healthcare

Esaote SPA

Canon Medical Systems Corporation

CHISON Medical Technologies Co., Ltd.

## Report Scope

This report segments the Global Obstetrics & Gynecology Ultrasound Devices Market as follows:

### By Portability:

Cart/Trolley

Portable/Handheld

### By Product:

2D Ultrasound

3D/4D Ultrasound

Doppler Ultrasound

### By End Use:

Hospitals

Diagnostic Centers

Others

### By Region:

North America: United States, Canada, Mexico

Europe: France, United Kingdom, Italy, Germany, Spain

Asia Pacific: China, India, Japan, Australia, South Korea

South America: Brazil, Argentina, Colombia

Middle East & Africa: South Africa, Saudi Arabia, UAE

### Competitive Landscape

This section provides detailed profiles of major companies in the Global Obstetrics & Gynecology Ultrasound Devices Market.

### Available Customizations:

TechSci Research offers customized reports based on specific market data requirements,

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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