

# **Portable Ultrasound Devices Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type of Device (Mobile Ultrasound Device, Handheld Ultrasound Device), By Application (Gynaecology, Cardiovascular, Urology, Musculoskeletal, Anaesthesiology, Others), By Region, Competition, 2019-2029F**

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## **Abstracts**

Global Portable Ultrasound Devices Market was valued at USD 2.62 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 6.01% through 2029. The global portable ultrasound devices market has been experiencing significant growth driven by technological advancements, increasing demand for point-of-care diagnostics, and the expanding applications of ultrasound in various medical fields. Portable ultrasound devices, also known as handheld or mobile ultrasound devices, offer several advantages over traditional bulky ultrasound machines, including portability, ease of use, and cost-effectiveness. These devices have become indispensable tools for healthcare professionals across a wide range of specialties, including emergency medicine, obstetrics and gynecology, cardiology, and critical care. One of the key drivers of market growth is the rising prevalence of chronic diseases, such as cardiovascular diseases and cancer, which require regular monitoring and diagnostic imaging. Portable ultrasound devices enable healthcare providers to conduct real-time imaging and diagnostics at the patient's bedside, facilitating faster decision-making and improving patient outcomes.

Technological advancements in portable ultrasound devices have led to the development of more compact, lightweight, and user-friendly devices with enhanced imaging capabilities. These advancements include the integration of artificial intelligence

(AI) and machine learning algorithms, which enable automated image interpretation and enhance diagnostic accuracy. The advent of wireless connectivity and cloud-based storage solutions has facilitated seamless data sharing and collaboration among healthcare professionals, further driving the adoption of portable ultrasound devices.

The COVID-19 pandemic has accelerated the adoption of portable ultrasound devices, particularly in point-of-care settings, as they offer a safe and efficient means of conducting diagnostic imaging while minimizing the risk of viral transmission. The pandemic has underscored the importance of rapid and accurate diagnostics in containing the spread of infectious diseases and managing patient care effectively, thereby fueling demand for portable ultrasound devices.

### Key Market Drivers

#### Growing Technological Advancements

Technological advancements are playing a pivotal role in driving the growth of the global portable ultrasound devices market, transforming the landscape of medical diagnostics and revolutionizing healthcare delivery. Manufacturers are continuously investing in research and development to introduce innovative features and functionalities that enhance the performance, usability, and diagnostic capabilities of portable ultrasound devices.

One of the most significant technological advancements in portable ultrasound devices is the integration of artificial intelligence (AI) and machine learning algorithms. These advanced algorithms enable automated image interpretation, enhance diagnostic accuracy, and improve workflow efficiency. AI-powered ultrasound systems can assist healthcare providers in identifying abnormalities, quantifying disease severity, and generating actionable insights in real-time, thereby improving clinical decision-making and patient outcomes.

Technological advancements have led to significant improvements in the imaging capabilities of portable ultrasound devices. Manufacturers are incorporating advanced transducer technology, signal processing algorithms, and image reconstruction techniques to produce high-resolution images with improved contrast, clarity, and detail. These advancements enable healthcare providers to visualize anatomical structures and pathological conditions with greater accuracy and precision, facilitating more accurate diagnosis and treatment planning.

Advances in miniaturization and portability have made portable ultrasound devices more compact, lightweight, and user-friendly. These devices are now small enough to fit in a pocket or the palm of a hand, allowing healthcare providers to carry them anywhere and conduct diagnostic imaging at the point of care. Miniaturization has also led to improvements in battery life, durability, and ergonomics, making portable ultrasound devices suitable for use in a wide range of clinical settings, including remote and resource-limited environments.

The integration of wireless connectivity and cloud-based solutions has facilitated seamless data sharing, collaboration, and remote monitoring. Portable ultrasound devices can now transmit imaging data wirelessly to smartphones, tablets, or computers, enabling real-time remote consultation, telemedicine, and tele-ultrasound applications. Cloud-based storage solutions allow healthcare providers to store, access, and analyze imaging data securely from anywhere, enhancing workflow efficiency and facilitating interdisciplinary collaboration.

### Rising Prevalence of Chronic Diseases

The rising prevalence of chronic diseases is a significant driver behind the growth of the global portable ultrasound devices market. Chronic diseases, including cardiovascular diseases, cancer, diabetes, and musculoskeletal disorders, have become a leading cause of morbidity and mortality worldwide. As the burden of chronic diseases continues to escalate, there is a growing need for effective diagnostic tools to facilitate early detection, monitoring, and management of these conditions. Portable ultrasound devices have emerged as invaluable tools in this regard, offering several advantages that make them well-suited for diagnosing and managing chronic diseases.

One of the key advantages of portable ultrasound devices is their ability to provide real-time imaging and diagnostics at the point of care. Unlike traditional bulky ultrasound machines that are confined to imaging rooms, portable ultrasound devices can be easily transported to various clinical settings, including outpatient clinics, primary care offices, and patients' homes. This enables healthcare providers to conduct timely and convenient diagnostic imaging, facilitating early detection and intervention for chronic diseases. For example, portable ultrasound devices are commonly used in cardiology to assess cardiac function, detect abnormalities such as heart failure or valve defects, and monitor disease progression in patients with cardiovascular diseases.

Portable ultrasound devices offer a cost-effective alternative to traditional imaging modalities such as MRI and CT scans, making them particularly suitable for resource-limited settings and underserved communities. By providing accessible and affordable diagnostic imaging solutions, portable ultrasound devices help improve healthcare access and equity, especially for individuals living in rural or remote areas where access to specialized medical facilities may be limited. This is particularly relevant in the context of chronic diseases, where early diagnosis and regular monitoring are essential for preventing complications and improving long-term outcomes.

The portability and ease of use of portable ultrasound devices make them ideal for conducting screening and monitoring programs aimed at early detection and prevention of chronic diseases. For example, portable ultrasound devices are used in obstetrics and gynecology to perform prenatal screenings, monitor fetal development, and diagnose conditions such as gestational diabetes and preeclampsia. Similarly, in oncology, portable ultrasound devices are used for cancer screenings, tumor staging, and guided biopsies, enabling early detection and personalized treatment planning for cancer patients.

### Growing Demand for Point-of-Care Diagnostics

The growing demand for point-of-care diagnostics is a significant driver behind the expansion of the global portable ultrasound devices market. Point-of-care diagnostics refers to the provision of medical testing and diagnostic services at or near the site of patient care, rather than in centralized laboratories. This approach offers several advantages, including faster diagnosis, immediate treatment decisions, and improved patient outcomes. Portable ultrasound devices play a crucial role in point-of-care diagnostics by enabling healthcare providers to perform real-time imaging and diagnostics directly at the patient's bedside or in outpatient settings.

One of the key drivers of the growing demand for point-of-care diagnostics is the increasing emphasis on timely and efficient healthcare delivery. In many clinical scenarios, particularly in emergency medicine, critical care, and primary care settings, rapid diagnosis and treatment are paramount for patient survival and recovery. Portable ultrasound devices allow healthcare providers to quickly assess patients, identify potential abnormalities or injuries, and make immediate treatment decisions without the need for time-consuming referrals or transfers to imaging facilities. This helps streamline the diagnostic process, reduce treatment delays, and improve patient outcomes, particularly in time-sensitive conditions such as trauma, stroke, and cardiac

emergencies.

The growing trend towards personalized medicine and patient-centered care is driving the adoption of point-of-care diagnostics. Portable ultrasound devices enable healthcare providers to tailor diagnostic imaging and treatment plans to individual patient needs, preferences, and clinical conditions. For example, in obstetrics and gynecology, portable ultrasound devices are used to perform prenatal screenings, monitor fetal development, and assess maternal health parameters directly in the clinic or outpatient setting. Similarly, in primary care, portable ultrasound devices are used for rapid assessment of musculoskeletal injuries, abdominal pain, and other common complaints, allowing for timely diagnosis and appropriate management.

## Key Market Challenges

### Regulatory Hurdles

One of the major challenges facing the global portable ultrasound devices market is the complex regulatory landscape governing medical devices. Manufacturers must navigate stringent regulatory requirements imposed by regulatory bodies such as the Food and Drug Administration (FDA) in the United States and the European Medicines Agency (EMA) in Europe. Obtaining regulatory approval for portable ultrasound devices can be time-consuming and costly, delaying product launches and market entry. Changes in regulatory requirements or compliance standards can further complicate the regulatory process, posing additional challenges for manufacturers.

### Limited Reimbursement Policies

Another challenge hindering the growth of the global portable ultrasound devices market is the limited reimbursement policies for ultrasound procedures. While portable ultrasound devices offer cost-effective diagnostic solutions, reimbursement rates for ultrasound procedures conducted with portable devices may vary across different healthcare systems and payers. In some cases, reimbursement may be limited or unavailable for certain diagnostic applications or clinical indications, leading to uncertainty and reluctance among healthcare providers to invest in portable ultrasound technology.

### Technical Limitations

Despite technological advancements, portable ultrasound devices still face certain

technical limitations that hinder their performance and usability. These limitations may include lower image quality compared to traditional ultrasound machines, limited depth penetration, and reduced functionality for specialized imaging modalities. The compact size and lightweight design of portable ultrasound devices may compromise certain features or functionalities, such as the availability of advanced imaging modes or ergonomic design for prolonged use. Addressing these technical limitations while maintaining the portability and affordability of portable ultrasound devices remains a key challenge for manufacturers.

## Key Market Trends

### Expansion of Applications

The global portable ultrasound devices market is experiencing significant growth, driven by the expansion of applications across various medical specialties. Portable ultrasound devices, also known as handheld or mobile ultrasound devices, offer several advantages over traditional bulky ultrasound machines, including portability, ease of use, and cost-effectiveness. As a result, these devices are increasingly being utilized in diverse clinical settings, contributing to the market's expansion.

One of the key factors driving the expansion of applications for portable ultrasound devices is the versatility and flexibility of this technology. These devices are capable of performing a wide range of diagnostic procedures, making them invaluable tools in various medical specialties. For example, in emergency medicine and critical care, portable ultrasound devices are used for rapid assessment of trauma patients, detection of internal bleeding, and evaluation of cardiac function. The ability to perform real-time imaging at the point of care enables healthcare providers to make timely treatment decisions, leading to improved patient outcomes.

Portable ultrasound devices are widely utilized in obstetrics and gynecology for prenatal screenings, monitoring fetal development, and assessing maternal health parameters. These devices offer pregnant women convenient access to diagnostic imaging without the need for referral to imaging centers, enhancing patient satisfaction and facilitating early detection of pregnancy-related complications.

In cardiology, portable ultrasound devices are used for bedside echocardiography, assessment of cardiac function, and detection of structural abnormalities. These devices enable cardiologists to perform comprehensive cardiac evaluations in diverse clinical settings, including intensive care units, cardiology clinics, and outpatient



settings. The portability and ease of use of portable ultrasound devices make them valuable tools for cardiologists seeking to optimize patient care and improve diagnostic accuracy.

Portable ultrasound devices are utilized in musculoskeletal imaging for the diagnosis of soft tissue injuries, joint disorders, and musculoskeletal abnormalities. Sports medicine professionals, orthopedic surgeons, and physical therapists rely on portable ultrasound devices to assess musculoskeletal injuries, guide interventions such as injections and aspirations, and monitor treatment response.

### Growing Adoption in Emerging Markets

The global portable ultrasound devices market is experiencing significant growth, fueled in part by the growing adoption of these devices in emerging markets. Emerging economies in regions such as Asia-Pacific, Latin America, and Africa are witnessing rapid urbanization, economic development, and improvements in healthcare infrastructure. As a result, there is an increasing demand for advanced medical technologies, including portable ultrasound devices, to meet the healthcare needs of growing populations in these regions.

One of the key factors driving the adoption of portable ultrasound devices in emerging markets is the need for cost-effective diagnostic solutions. Traditional imaging modalities such as MRI and CT scans are often expensive and require specialized infrastructure, making them inaccessible to many patients in resource-limited settings. Portable ultrasound devices offer a more affordable alternative, with lower upfront costs and reduced operational expenses. Portable ultrasound devices are compact, lightweight, and easy to transport, making them well-suited for use in remote or underserved areas where access to healthcare facilities may be limited.

The versatility and flexibility of portable ultrasound devices make them invaluable tools for healthcare providers in emerging markets. These devices can be used for a wide range of diagnostic applications across various medical specialties, including obstetrics and gynecology, cardiology, emergency medicine, and primary care. This versatility allows healthcare providers to address diverse clinical needs and improve patient care in a cost-effective manner.

Government initiatives and healthcare reforms aimed at improving healthcare access and quality are driving the adoption of portable ultrasound devices in emerging markets. Governments are investing in healthcare infrastructure, training programs, and

technology procurement to enhance the delivery of healthcare services to their populations. Portable ultrasound devices are often included in these initiatives as they offer a practical solution for expanding diagnostic capabilities and improving healthcare delivery in remote or underserved areas.

## Segmental Insights

### Type of Device Insights

Based on the type of device, handheld ultrasound device emerged as the dominant segment in the global portable ultrasound devices market in 2023. This dominance can be attributed to several factors including ultrasound devices offer greater portability, ease of use, and convenience compared to other types of portable ultrasound devices. Healthcare providers can easily carry handheld devices to various clinical settings, enabling real-time imaging and diagnostics at the point of care. Technological advancements have improved the performance and imaging capabilities of handheld ultrasound devices, making them suitable for a wide range of diagnostic applications across medical specialties. The growing demand for point-of-care diagnostics and the rising prevalence of chronic diseases have fueled the adoption of handheld ultrasound devices, as they offer cost-effective and efficient diagnostic solutions in diverse clinical settings.

### Application Insights

Based on the application, gynecology emerged as the dominant segment in the global portable ultrasound devices market in 2023. Obstetrics/gynecology is a critical area of healthcare that requires frequent and routine ultrasound imaging for prenatal screenings, monitoring fetal development, and diagnosing gynecological conditions. Portable ultrasound devices offer significant advantages in obstetrics/gynecology settings, providing convenience, accessibility, and real-time imaging capabilities. Healthcare providers in obstetrics/gynecology rely heavily on ultrasound technology for early detection of pregnancy-related complications, assessment of fetal health, and diagnosis of gynecological disorders. The growing emphasis on maternal and fetal health worldwide has led to increased demand for portable ultrasound devices in obstetrics/gynecology.

## Regional Insights

North America emerged as the dominant region in the global portable ultrasound



devices market in 2023, holding the largest market share. This dominance can be attributed to several factors that contribute to the region's leading position in the market. Firstly, North America boasts a well-established healthcare infrastructure, characterized by advanced medical facilities, skilled healthcare professionals, and robust regulatory frameworks. The region's healthcare system places a strong emphasis on innovation and technology adoption, driving the demand for cutting-edge medical devices such as portable ultrasound devices.

### Key Market Players

ThermoFisher Scientific, Inc.

FUJIFILM Sonosite, Inc.

GE HealthCare

Hitachi, Ltd.

Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

Canon Medical Systems Corporation

Koninklijke Philips N.V

Samsung Healthcare

Siemens Healthineers AG

Fukuda Denshi Co. Ltd

### Report Scope:

In this report, the Global Portable Ultrasound Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Portable Ultrasound Devices Market, By Type of Device:

Mobile Ultrasound Device

Handheld Ultrasound Device

Portable Ultrasound Devices Market, By Application:

Gynecology

Cardiovascular

Urology

Musculoskeletal

Anesthesiology

Others

Portable Ultrasound Devices Market, 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

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Portable Ultrasound Devices Market.

Available Customizations:

Global Portable Ultrasound Devices Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

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

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