

# **United States Medical Display Monitors Market By Type (Greyscale, Color), By Aspect Ratio (16:09, 21:09, 04:03), By Technology (LED, OLED, CCFL), By Application (General Radiology, Mammography, Surgery, Dentistry, Digital Pathology, Others), By Region, Competition, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

United States Medical Display Monitors Market was valued at USD 601.07 million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.77% through 2029. The United States Medical Display Monitors Market is a critical segment of the healthcare technology industry, playing a pivotal role in medical imaging and diagnostic processes. These high-resolution display monitors are essential for healthcare professionals, including radiologists, surgeons, and clinicians, as they aid in accurate diagnosis, treatment planning, and surgical procedures.

### **Key Market Drivers**

#### **Rising Prevalence of Chronic Diseases**

The United States is facing a healthcare challenge of monumental proportions - the relentless rise in chronic diseases. Conditions such as cancer, cardiovascular disease, diabetes, and respiratory disorders have become alarmingly prevalent in recent years. Amid this healthcare crisis, an unlikely hero has emerged: the United States Medical Display Monitors Market. These high-resolution screens, initially designed to enhance image visualization for medical professionals, are now playing a pivotal role in diagnosing and managing chronic diseases.

Chronic diseases often require comprehensive diagnostic assessments to determine their extent and severity. Imaging technologies such as X-rays, MRIs, and CT scans are indispensable tools in this process. Medical display monitors serve as the visual interface for interpreting these images. With the rising prevalence of chronic diseases, there is a corresponding increase in the demand for diagnostic imaging, thus boosting the need for high-quality medical display monitors.

Early detection of chronic diseases can be a game-changer in terms of treatment outcomes. Medical display monitors offer exceptionally high resolution and color accuracy, enabling healthcare professionals to detect subtle abnormalities in medical images. This precision can lead to early diagnosis and timely intervention, potentially improving patient outcomes and reducing the overall burden on the healthcare system.

Managing chronic diseases often involves long-term treatment plans and continuous monitoring. Medical display monitors play a crucial role in helping healthcare providers plan and adjust treatment strategies based on the evolution of the disease. Oncologists, for example, rely heavily on medical imaging for treatment planning and assessing the effectiveness of cancer therapies.

The COVID-19 pandemic accelerated the adoption of telemedicine and remote patient monitoring. Medical display monitors are integral to these technologies, allowing healthcare professionals to review images remotely and consult with patients virtually. This is especially crucial for patients with chronic diseases who may need frequent check-ups and consultations, without the need for repeated in-person visits.

A visually engaging experience can empower patients to take a more active role in managing their chronic conditions. Medical display monitors enable healthcare providers to explain medical conditions and treatment plans more comprehensively, increasing patient understanding and compliance.

## Telemedicine and Digital Healthcare

The landscape of healthcare in the United States is undergoing a profound transformation, largely driven by the widespread adoption of telemedicine and digital healthcare solutions. In this digital age, healthcare is becoming increasingly accessible, and medical professionals require advanced tools to deliver care remotely and effectively. Enter the United States Medical Display Monitors Market - an industry experiencing significant growth, thanks to the rising demand for high-quality display

monitors that are crucial for telemedicine and digital healthcare.

Telemedicine, the practice of delivering healthcare remotely using technology, has witnessed unprecedented growth in recent years. Factors such as the COVID-19 pandemic, improved internet connectivity, and evolving patient preferences have accelerated its adoption. Alongside telemedicine, digital healthcare encompasses various technologies, including electronic health records (EHRs), mobile health apps, wearable devices, and more. Both telemedicine and digital healthcare rely heavily on medical display monitors for a multitude of reasons.

One of the cornerstones of telemedicine and digital healthcare is the ability to share medical images and data with healthcare professionals remotely. Medical display monitors with high resolutions and color accuracy are essential for viewing and interpreting these images. Whether it's X-rays, MRIs, or CT scans, these monitors ensure that healthcare providers can make accurate diagnoses and treatment recommendations from a distance.

Telemedicine enables real-time video consultations between patients and healthcare providers. During these virtual visits, medical display monitors facilitate effective communication by displaying medical records, test results, and interactive diagrams. These monitors enhance the visual clarity of medical information, enabling more productive and comprehensive virtual consultations.

Digital healthcare often involves remote patient monitoring, where wearable devices and sensors collect vital data. This data is transmitted to healthcare providers for continuous monitoring and analysis. Medical display monitors allow professionals to visualize this patient-generated data in real time, helping them detect trends or abnormalities promptly.

For digital healthcare to be effective, all systems and devices must seamlessly integrate, ensuring that patient data flows securely between different platforms. Medical display monitors are integral to this integration, serving as the visual bridge that connects healthcare providers with patient information stored in EHRs, databases, and other digital systems.

Engaging patients in their own healthcare is a vital aspect of digital healthcare. Medical display monitors enable healthcare providers to visually present information, treatment plans, and educational materials to patients, enhancing their understanding of their health conditions and treatment options.

## Picture Archiving and Communication Systems (PACS)

In the digital age of healthcare, the ability to store, access, and share medical images efficiently is paramount. Picture Archiving and Communication Systems (PACS) have emerged as indispensable tools for managing and distributing medical images within healthcare institutions. This technological evolution not only streamlines healthcare workflows but also has a profound impact on the United States Medical Display Monitors Market.

Picture Archiving and Communication Systems (PACS) are comprehensive solutions designed to acquire, store, distribute, and present medical images, such as X-rays, MRIs, CT scans, and ultrasounds, in a digital format. They have replaced traditional film-based systems and paper-based records with digital databases, revolutionizing the way healthcare institutions manage and access diagnostic images.

The adoption of PACS has surged across healthcare facilities in the United States, from small clinics to large hospitals. PACS have not only digitized the storage of medical images but also offer secure, centralized access to these images across various departments and locations within a healthcare institution. This broad implementation fuels the demand for medical display monitors capable of rendering these images accurately and reliably.

A key component of PACS is the display monitor, which is essential for visualizing medical images with precision. To ensure accurate diagnosis and treatment planning, medical display monitors must provide high-resolution images with accurate color representation. As PACS become more prevalent, the need for superior display monitors that meet these requirements grows.

PACS systems must seamlessly integrate with various hardware and software components within a healthcare facility. Medical display monitors play a vital role in this integration, ensuring that images can be viewed and analyzed consistently across different departments and by multiple healthcare professionals. Compatibility with PACS is a significant driver for the adoption of medical display monitors.

Radiology departments heavily rely on PACS for the storage and retrieval of diagnostic images. Radiologists depend on medical display monitors to interpret these images accurately. High-quality monitors with precise color rendering and brightness are essential for radiologists to make confident diagnoses. Consequently, the growth of

PACS in radiology directly correlates with the demand for advanced display monitors.

PACS streamlines healthcare workflows by allowing medical images to be accessed and reviewed remotely, promoting collaboration among healthcare professionals. The seamless integration of PACS with medical display monitors ensures that images are displayed consistently, whether they are viewed on a workstation in a radiology department or presented during a patient consultation in another part of the facility.

## Key Market Challenges

### Technological Advancements and Compatibility

The rapid pace of technological advancements presents both an opportunity and a challenge. On one hand, cutting-edge technologies can enhance the performance and capabilities of medical display monitors. On the other hand, manufacturers must continually innovate to keep pace with evolving imaging techniques, such as 3D and 4D imaging, and ensure that their monitors are compatible with emerging healthcare IT systems.

### Pricing Pressures and Competition

The United States Medical Display Monitors Market is highly competitive, with several established players vying for market share. This competition often leads to pricing pressures, as manufacturers seek to offer cost-effective solutions while maintaining high-quality standards. Balancing affordability and performance are an ongoing challenge in this market.

### Calibration and Maintenance

Maintaining the accuracy and performance of medical display monitors is a continuous challenge. These monitors require regular calibration to ensure that the images they display are accurate and reliable. Failure to calibrate or maintain monitors properly can lead to misdiagnoses and compromised patient care.

## Key Market Trends

### High-Resolution 4K and Beyond

One of the most significant trends in medical display monitors is the adoption of ultra-

high definition 4K and even 8K resolutions. These displays offer unparalleled clarity and detail, making them ideal for visualizing intricate medical images, such as radiology scans and surgical procedures. The demand for higher resolutions is driven by the need for more precise diagnoses and improved surgical outcomes.

### Wider Color Gamuts

Medical display monitors are increasingly incorporating wider color gamuts, including technologies like Quantum Dot and OLED displays. These enhancements ensure more accurate color representation, which is crucial for distinguishing subtle differences in medical images. Improved color accuracy is particularly beneficial in fields like pathology and dermatology.

### 3D and 4D Imaging

Advancements in medical imaging, such as 3D and 4D techniques, are becoming more commonplace. Medical display monitors are adapting to accommodate these innovative imaging modalities. 3D and 4D imaging provide healthcare professionals with enhanced spatial information, improving their ability to visualize and understand complex anatomical structures and disease processes.

### Segmental Insights

#### Type Insights

Based on the category of Type, the greyscale sector exerted its dominated over the market in 2023. Greyscale, the feature that facilitates the presentation of images in a wide spectrum of grey tones, ranging from 4,096 to 65,536 shades, played a pivotal role. The driving forces behind this market growth were its cost-effectiveness and streamlined workflow. Companies are actively devising methods to seamlessly transition between color and monochrome displays. In contrast, color displays offer radiologists a distinct advantage by facilitating the easier differentiation of tissues and cancerous cells, thus enabling swift interpretation of diagnostic data. Consequently, the market for color displays is anticipated to experience accelerated growth.

#### Technology Insights

Based on the category of Technology, the LED category emerged as the dominated force in the market, securing the largest share of revenue in 2023. This prominence can



be attributed to several advantages, including low energy consumption, the production of brighter images, an extended operational lifespan, minimal heat generation, resilience to temperature-sensitive conditions, reduced power usage, a wide range of display sizes and resolutions, and cost-effectiveness. These benefits have significantly contributed to the LED segment's substantial revenue share.

Conversely, the OLED segment experienced the most rapid growth due to its ability to deliver a higher contrast ratio even in low ambient light, thinner and lighter displays compared to LED technology, the capability to showcase fast-motion content without blurring, and the provision of intricate color displays.

Before the advent of LEDs and OLEDs, CCFL monitors were the conventional display technology widely employed. However, their usage is anticipated to persist primarily within smaller clinics and lower-tier diagnostic centers.

## Regional Insights

The North-East region poised to assert its dominance in the United States Medical Display Monitors Market. The region boasts a rich concentration of top-tier medical institutions and research centers, fostering a robust demand for cutting-edge medical display solutions. North-Eastern states have been at the forefront of adopting advanced healthcare technologies and practices, creating a receptive environment for innovative medical display monitors. The region's strategic geographical location facilitates seamless access to major healthcare hubs on the East Coast, further enhancing its market reach. North-Eastern states have shown a consistent commitment to healthcare infrastructure investment and development, aligning with the growing need for high-quality diagnostic and imaging equipment. Lastly, a skilled workforce, proximity to key industry players, and a strong emphasis on healthcare excellence collectively position the North-East region to dominate the United States Medical Display Monitors Market in the foreseeable future.

## Key Market Players

Hewlett Packard Enterprise Development LP

Quest International SA

Stryker Corp

Double Black Imaging Corp

STERIS Corp

UTI Technology Services Ltd

NDS Surgical Imaging LLC

Canvys

BenQ Corp

Advantech Co., Ltd.

#### Report Scope:

In this report, the United States Medical Display Monitors Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Medical Display Monitors Market, By Type:

Greyscale

Color

United States Medical Display Monitors Market, By Aspect Ratio:

16:09

21:09

04:03

United States Medical Display Monitors Market, By Technology:

LED



OLED

CCFL

United States Medical Display Monitors Market, By Application:

General Radiology

Mammography

Surgery

Dentistry

Digital Pathology

Others

United States Medical Display Monitors Market, By Region:

North-East

Mid-West

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Medical Display Monitors Market.

Available Customizations:

United States Medical Display Monitors 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:

*United States Medical Display Monitors Market By Type (Greyscale, Color), By Aspect Ratio (16:09, 21:09, 04:03...*

## Company Information

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

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