

Veterinary Ultrasound Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented by Type (2D Ultrasound, Doppler Ultrasound, 3D/4D Ultrasound), By Mobility (Stationary v/s Portable), By Technology (Digital Imaging v/s Contrast Imaging), By Animal Type (Companion Animals v/s Livestock Animals), By Application (Obstetrics & Gynecology, Cardiology, Orthopedics, Others), By End User (Veterinary Hospitals & Clinics, Academic & Research Institutes, Others), By Region and Competition

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## **Abstracts**

Global Veterinary Ultrasound Market is anticipated to witness impressive growth during the forecast period. This can be ascribed to the growing prevalence of various petrelated diseases like cancer. Additionally, the growing number of veterinary clinics and hospitals across the region and the rising uptake of pet care and insurance domain has significantly increased the demand for veterinary ultrasound across different parts of the globe. Additionally, growing awareness pertaining to animal health and safety remains a primary contributor to the adoption of ultrasound, helping fuel the market growth through 2028. Besides, increasing disposable income and growing government schemes, combined with various other initiatives across countries for animal healthcare, are further expected to support the veterinary ultrasound market during the forecast period. Furthermore, the growing prevalence of cardiovascular disorders, along with the rapidly increasing pet population, is further expected to increase the demand for veterinary ultrasound procedures, thereby supporting market growth.



The increasing Companion Animal Population is Fueling the Market Growth.

Worldwide, the number of companion animals and their adoption rate have both increased sharply. Keeping a companion animal is related to superior health outcomes, including fewer cardiac arrhythmias, normalized blood pressure, less anxiety, more psychological stability, and better overall well-being, according to many studies. The demand for pet care goods and services is anticipated to increase due to the growing pet population worldwide, which will subsequently fuel the expansion of the veterinary ultrasound market throughout the course of the projected period. According to the National Pet Owners Survey (2021-2022) conducted by the American Pet Products Association (APPA), 70% of US households, which accounts for approximately 90.5 million families, own a pet. Emerging countries such as Brazil, China, Japan, and Mexico also have significant growth in pet ownership.

Growing Awareness about Pet Healthcare is Driving the Market Growth

The increasing need for animal diagnostics for various issues such as pregnancy-related problems, organ enlargement, foreign body ingestion, and internal injuries has resulted in an increase in animal healthcare expenditure, which will further boost the market growth during the forecast period. The rising demand for better animal healthcare is a factor likely to drive the global veterinary ultrasound market. North America, Europe, and Asia Pacific are likely to be key markets for the growth of veterinary ultrasound. Moreover, increasing support from the government in terms of insurance and investments in the veterinary healthcare industry is also supporting the growth of the veterinary ultrasound market in the forecast period. In 2017, around 1,010 out of 100,000 cats and 508 out of 100,000 dogs seen at Banfield Hospitals had intestinal parasites. This statistic showed a low prevalence of health conditions among cats and dogs in the U.S. in 2017.

#### Market Segmentation

The global veterinary ultrasound market can be segmented by type, mobility, technology, animal type, application, end-user, and by region. Based on type, the market can be segmented into 2D Ultrasound, Doppler Ultrasound, and 3D/4D Ultrasound. Based on mobility, the market can be divided into Stationary and Portable. Based on technology, the market can be divided into Digital Imaging and Contrast Imaging. Based on animal type, the market can be divided into Companion Animals and Livestock Animals. Based on application, the market can be differentiated into



Obstetrics & Gynecology, Cardiology, Orthopedics, and Others. Based on end users, the market can be segmented into Veterinary Hospitals & Clinics, Academic & Research Institutes, and Others. Regionally, North America dominated the market among Asia Pacific, Europe, the Middle East & Africa, and South America. Among the different countries, the United States dominated the global veterinary ultrasound market on account of the growing demand for veterinarians and the increasing number of animals being adopted as pets.

#### Market Players

Siemens Healthineers AG, Esaote SpA, GE Healthcare, Shimadzu Corporation, Shenzhen Mindray Bio-Medical Electronics Co., Ltd., FUJIFILM Holdings Corporation, SonoScape Medical Corp, Samsung Electronics Co., Ltd., Diagnostic Imaging Systems, Inc., IMV Imaging (UK) Limited are some of the leading players operating in the Global Veterinary Ultrasound Market.

## Recent Development

For instance, in August 2020, IDEXX Laboratories, Inc. launched the ImageVue DR30 Digital Imaging System, hence expanding its imaging portfolio.

For instance, in October 2021, Butterfly Network Inc. launched its latest handheld ultrasound scanner called Butterfly iQ+ Vet, which is a second-generation device and brings sharper imaging, a new procedural guidance tool, and hardware improvements that make the solution more powerful, versatile, and easy-to-use.

#### Report Scope:

In this report, global veterinary ultrasound market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Veterinary Ultrasound Market, By Type:

2D Ultrasound

Doppler Ultrasound



#### 3D/4D Ultrasound

Veterinary Ultrasound Market, By Mobility:

Stationary

Portable

Veterinary Ultrasound Market, By Technology:

**Digital Imaging** 

**Contrast Imaging** 

Veterinary Ultrasound Market, By Animal Type:

**Companion Animals** 

Livestock Animals

Veterinary Ultrasound Market, By Application:

Obstetrics & Gynecology

Cardiology

Orthopedics

Others

Veterinary Ultrasound Market, By End User:

Veterinary Hospitals & Clinics

Academic & Research Institutes

Others



# Veterinary Ultrasound Market, By Region:

North America		
United States		
Mexico		
Canada		
Europe		
France		
Germany		
United Kingdom		
Italy		
Spain		
Asia Pacific		
China		
India		
South Korea		
Japan		
Australia		
South America		
Brazil		
Argentina		



Col	lombia
Middle Eas	st & Africa
Sou	uth Africa
Sau	udi Arabia
UA	E
Egy	ypt
Tur	key
Competitive Landscape	
Company Profiles: Detaile Veterinary Ultrasound Ma	ed analysis of the major companies present in Global rket.
Available Customizations:	
With the given market data	a, TechSci Research offers customizations according to a

Company Information

report:

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

company's specific needs. The following customization options are available for the



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