

Point-of-Care Medical Imaging Market Size, Share and Growth Outlook 2026: By Product, By Application, By End-User, Companies to 2034

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Abstracts

The global Point-of-Care Medical Imaging Market size is forecast to increase from \$1.54 Billion in 2026 to \$2.2 Billion in 2034 at a CAGR of 4.56% between 2026 and 2034.

The Point-of-Care Medical Imaging market report provides detailed analysis and outlook of Point-of-Care Medical Imaging segments including By Product (Point-of-Care Ultrasound (POCUS) Systems, Mobile X-ray Systems, Portable Computed Tomography (CT) Scanners, Portable Magnetic Resonance Imaging (MRI) Systems), By Application (Emergency Medicine and Trauma, Cardiology, Obstetrics and Gynecology, Musculoskeletal and Orthopedics, Intensive Care and Anesthesia), By End-User (Hospitals and Critical Care Units (ICUs/EDs), Ambulatory Surgical Centers (ASCs), Diagnostic Imaging and Outpatient Centers, Homecare and Remote Field Clinics) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Point-of-Care Medical Imaging Industry Overview

Decentralized Diagnostics, Artificial Intelligence, and Real-Time Imaging Are Transforming Healthcare Delivery

The Point-of-Care Medical Imaging industry is experiencing substantial growth as healthcare systems increasingly shift diagnostic capabilities closer to the patient. Advances in portable imaging technologies, artificial intelligence, and digital healthcare infrastructure are enabling clinicians to perform rapid diagnostic assessments across emergency medicine, critical care, oncology, gastroenterology, and outpatient settings.

The industry is moving away from reliance on centralized imaging departments toward decentralized, real-time imaging platforms capable of supporting immediate clinical decision-making. This transformation is driven by the need to improve diagnostic speed, optimize patient workflows, and expand access to advanced imaging capabilities across diverse healthcare environments.

High-Performance Imaging Platforms Are Expanding Point-of-Care Clinical Applications

One of the most important trends shaping the point-of-care imaging market is the development of advanced imaging platforms that deliver high-resolution diagnostic performance in decentralized care settings. Manufacturers are increasingly integrating sophisticated imaging technologies into systems designed for bedside, procedural, and specialty clinical applications. Reflecting this trend, Olympus Corporation and Canon Medical Systems USA introduced the Aplio i800 EUS platform, a premium ultrasound system developed for gastroenterology and pulmonary endoscopic procedures. The system combines high-resolution imaging capabilities with point-of-care workflow integration to support earlier diagnosis and more informed clinical decision-making during interventional and diagnostic procedures. These developments highlight the industry's broader focus on delivering advanced imaging performance directly at the site of patient care.

Artificial Intelligence and Workflow Optimization Are Accelerating Diagnostic Transformation

Artificial intelligence is increasingly becoming a central component of point-of-care imaging strategies, enabling automated image analysis, improved diagnostic accuracy, and expanded access to advanced healthcare services. Research institutions and medical technology companies are investing heavily in AI-enabled imaging platforms capable of supporting rapid clinical assessment outside traditional laboratory environments. The University at Buffalo's establishment of the Center for Translational AI and Digital Health reflects this trend by focusing on the development of AI-powered imaging technologies for wound assessment and skin condition monitoring at the patient's bedside. Simultaneously, Philips has expanded its point-of-care imaging portfolio through FDA clearance of the Rembra platform, designed to deliver faster and more precise computed tomography imaging for acute care and oncology treatment planning applications. These innovations demonstrate the industry's ongoing transition toward intelligent, decentralized, and clinically integrated imaging ecosystems that improve diagnostic efficiency and patient outcomes.

Point-of-Care Medical Imaging Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Point-of-Care Medical Imaging market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- GE HealthCare, Siemens Healthineers, Koninklijke Philips N.V., Fujifilm Holdings Corporation, Canon Medical Systems Corporation, Samsung NeuroLogica, Abbott Laboratories, Danaher Corporation, bioMérieux SA, Shimadzu Corporation. The Point-of-Care Medical Imaging market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Point-of-Care Medical Imaging industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

- Growth Point-of-Care Medical Imaging Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

- Market Trends, Drivers, Potential Opportunities, and Challenges faced by Point-of-Care Medical Imaging companies

- Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

- Detailed SWOT Analysis of global and regional Point-of-Care Medical Imaging markets

- Competitive analysis including business description, product analysis, and financial profiles

- Key country specific analysis detailing key factors shaping the short-term and long-term outlook

- Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Point-of-Care Medical Imaging Market Competitive Benchmarking and Company Analysis

Leading companies in Point-of-Care Medical Imaging industry include- GE HealthCare, Siemens Healthineers, Koninklijke Philips N.V., Fujifilm Holdings Corporation, Canon Medical Systems Corporation, Samsung NeuroLogica, Abbott Laboratories, Danaher Corporation, bioMérieux SA, Shimadzu Corporation. The Point-of-Care Medical Imaging market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Point-of-Care Medical Imaging Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Point-of-Care Medical Imaging market remains one of the strongest-performing segments in the country.

The US Point-of-Care Medical Imaging Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Point-of-Care Medical Imaging market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Point-of-Care Medical Imaging industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Point-of-Care Medical Imaging markets

Canada's strong Point-of-Care Medical Imaging sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Point-of-Care Medical Imaging market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Point-of-Care Medical Imaging Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Point-of-Care Medical Imaging market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Point-of-Care Medical Imaging population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Point-of-Care Medical Imaging industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Point-of-Care Medical Imaging market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Point-of-Care Medical Imaging sales through 2034

France Point-of-Care Medical Imaging companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Point-of-Care Medical Imaging Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Point-of-Care Medical Imaging distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Point-of-Care Medical Imaging Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Point-of-Care Medical Imaging market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Point-of-Care Medical Imaging industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Point-of-Care Medical Imaging industry. Over the forecast

period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Point-of-Care Medical Imaging Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Point-of-Care Medical Imaging market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Point-of-Care Medical Imaging market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Point-of-Care Medical Imaging Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding

private healthcare sectors, and growing investments in healthcare delivery systems.

Point-of-Care Medical Imaging Market Segmentation

By Product

Point-of-Care Ultrasound (POCUS) Systems

Mobile X-ray Systems

Portable Computed Tomography (CT) Scanners

Portable Magnetic Resonance Imaging (MRI) Systems

By Application

Emergency Medicine and Trauma

Cardiology

Obstetrics and Gynecology

Musculoskeletal and Orthopedics

Intensive Care and Anesthesia

By End-User

Hospitals and Critical Care Units (ICUs/EDs)

Ambulatory Surgical Centers (ASCs)

Diagnostic Imaging and Outpatient Centers

Homecare and Remote Field Clinics

Leading Companies in Point-of-Care Medical Imaging Industry (2026)

GE HealthCare

Siemens Healthineers

Koninklijke Philips N.V.

Fujifilm Holdings Corporation

Canon Medical Systems Corporation

Samsung NeuroLogica

Abbott Laboratories

Danaher Corporation

bioMérieux SA

Shimadzu Corporation

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,
Other Africa

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Mobile X-ray Systems
Portable Computed Tomography (CT) Scanners
Portable Magnetic Resonance Imaging (MRI) Systems
By Application
Emergency Medicine and Trauma
Cardiology
Obstetrics and Gynecology
Musculoskeletal and Orthopedics
Intensive Care and Anesthesia
By End-User
Hospitals and Critical Care Units (ICUs/EDs)
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