

# **Ultrasound Market Size, Trends, Analysis, and Outlook By Technology (Diagnostic Ultrasound, Therapeutic Ultrasound), By Display (Color Ultrasound, Black and White Ultrasound), By Portability (Handheld Ultrasound Systems, POC Ultrasound Systems, Others), By Component (Transducers/Probes, Workstations, Others), By Application (Radiology/General Imagin, Cardiology, Urology, Orthopedic, Others), By End-User (Hospital, Surgical Centers, Diagnostic Centers, Maternity Center, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Ultrasound market size is poised to register 5.2% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Ultrasound market across By Technology (Diagnostic Ultrasound, Therapeutic Ultrasound), By Display (Color Ultrasound, Black and White Ultrasound), By Portability (Handheld Ultrasound Systems, POC Ultrasound Systems, Others), By Component (Transducers/Probes, Workstations, Others), By Application (Radiology/General Imagin, Cardiology, Urology, Orthopedic, Others), By End-User (Hospital, Surgical Centers, Diagnostic Centers, Maternity Center, Others)

With the increasing demand for non-invasive diagnostic imaging solutions and the growing prevalence of chronic diseases, there is a rising adoption of ultrasound

technology for medical imaging across various clinical specialties, including obstetrics, cardiology, and musculoskeletal imaging. Technological advancements in ultrasound systems, such as high-resolution imaging, 3D/4D visualization, and portable devices, are driving market growth by improving diagnostic accuracy and patient care delivery. Additionally, the expanding applications of ultrasound in point-of-care settings, telemedicine, and emergency medicine are fueling market expansion. Further, the growing investment in healthcare infrastructure and the development of ultrasound-guided therapeutic procedures are expected to further accelerate market growth in the coming years.

### Ultrasound Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Ultrasound market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Ultrasound survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Ultrasound industry.

### Key market trends defining the global Ultrasound demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Ultrasound Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Ultrasound industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Ultrasound companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Ultrasound industry

Leading Ultrasound companies are boosting investments to capitalize on untapped

potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Ultrasound companies.

### Ultrasound Market Study- Strategic Analysis Review

The Ultrasound market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Ultrasound Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Ultrasound industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Ultrasound Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

North America Ultrasound Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Ultrasound market segments. Similarly, Strong market demand is encouraging Canadian Ultrasound companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Ultrasound market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Ultrasound Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Ultrasound industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Ultrasound market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Ultrasound Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Ultrasound in Asia Pacific. In particular, China, India, and South East Asian Ultrasound markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive

outlook of 6 major countries in the APAC region.

Latin America Ultrasound Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Ultrasound Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Ultrasound market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Ultrasound.

Ultrasound Market Company Profiles

The global Ultrasound market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Canon Medical Systems Corp, Chison Medical Technologies Co. Ltd, Clarius Mobile Health Corp, Esaote S.p.A., Fujifilm Corp, GE Healthcare, Hologic Inc, Koninklijke Philips N.V., Medgyn Products Inc, Mindray Bio-Medical Electronics Co. Ltd, Mobisante Inc, Neusoft Corp, Promed Group Co. Ltd, Samsung Electronics Co. Ltd, Siemens AG.

Recent Ultrasound Market Developments

The global Ultrasound market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Ultrasound Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Technology

Diagnostic Ultrasound

-2D Ultrasound

-3D & 4D Ultrasound

-Doppler Ultrasound

-Contrast-Enhanced Ultrasound

Therapeutic Ultrasound

-High-Intensity Focused Ultrasound (HIFU)

-Extracorporeal Shockwave Lithotripsy (ESWL)

By Display

Color Ultrasound

Black and White Ultrasound

By Portability

Handheld Ultrasound Systems

POC Ultrasound Systems

Others

By Component

Transducers/Probes

-Curvilinear/ Convex Array Probes

-Linear Array Probes

-Phased Array Probes

-Others

Workstations

Others

By Application

Radiology/General Imagin

Cardiology

Urology

Orthopedic

Others

By End-User

Hospital

Surgical Centers

Diagnostic Centers

Maternity Center

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Canon Medical Systems Corp

Chison Medical Technologies Co. Ltd



Clarius Mobile Health Corp

Esaote S.p.A.

Fujifilm Corp

GE Healthcare

Hologic Inc

Koninklijke Philips N.V.

Medgyn Products Inc

Mindray Bio-Medical Electronics Co. Ltd

Mobisante Inc

Neusoft Corp

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Samsung Electronics Co. Ltd

Siemens AG

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- Doppler Ultrasound
  - Contrast-Enhanced Ultrasound
  - Therapeutic Ultrasound
  - High-Intensity Focused Ultrasound (HIFU)
  - Extracorporeal Shockwave Lithotripsy (ESWL)
  - By Display
  - Color Ultrasound
  - Black and White Ultrasound
  - By Portability
  - Handheld Ultrasound Systems
  - POC Ultrasound Systems
  - Others
  - By Component
  - Transducers/Probes
  - Curvilinear/ Convex Array Probes
  - Linear Array Probes
  - Phased Array Probes
  - Others
  - Workstations
  - Others
  - By Application
  - Radiology/General Imaging
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- Esaote S.p.A.
- Fujifilm Corp
- GE Healthcare
- Hologic Inc
- Koninklijke Philips N.V.

Medgyn Products Inc  
Mindray Bio-Medical Electronics Co. Ltd  
Mobisante Inc  
Neusoft Corp  
Promed Group Co. Ltd  
Samsung Electronics Co. Ltd  
Siemens AG.

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