

Ultrasonography Market to Reach USD 15.66 Billion by 2033, Fueled by AI Integration and Portable Device Demand

AI-driven imaging, portable ultrasound adoption, and rising chronic diseases propel ultrasonography market growth worldwide through 2033.

AUSTIN, TX, UNITED STATES, October 6, 2025 /EINPresswire.com/ -- The global [ultrasonography market](#) has witnessed significant growth, reaching a valuation of approximately US\$ 8.27 billion in 2024, as reported by DataM

Intelligence. This market is projected to almost double and achieve a value of US\$ 15.66 billion by 2033, reflecting a healthy CAGR of 6.6% during the

forecast period from 2025 to 2033. Ultrasonography technology, which uses sound waves to create images of the body's internal structures, is widely recognized for its non-invasive nature, safety, and versatility. It is extensively used across various medical fields such as obstetrics, cardiology, radiology, and oncology, contributing to its expanding demand worldwide.

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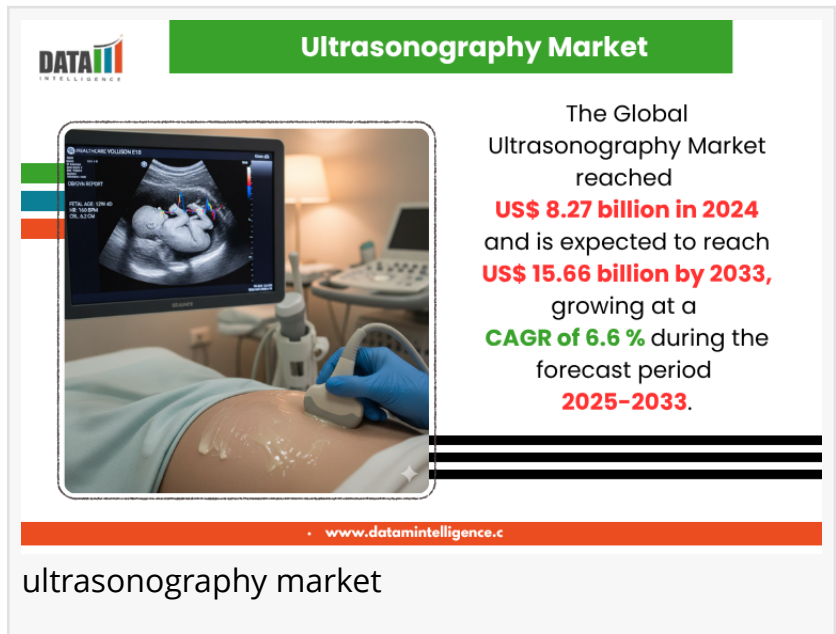
The fusion of AI with ultrasonography is redefining medical imaging enhancing speed, accuracy, and accessibility while driving global demand for portable, real-time diagnostic solutions.”

DataM Intelligence

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<https://www.datamintelligence.com/download-sample/ultrasonography-market>

Market growth is propelled primarily by rapid advancements in ultrasound technology, including the integration of artificial intelligence (AI) and machine learning, which enhance diagnostic accuracy and workflow efficiency. The rising demand for portable ultrasound devices, especially in emergency, rural, and outpatient

settings, further accelerates market expansion. North America remains the leading region in



terms of market share, driven by a sophisticated healthcare infrastructure and an aging population. Meanwhile, the Asia Pacific region is the fastest growing market, fueled by increased healthcare investments, growing prevalence of chronic diseases, and demand for point-of-care diagnostics.

Key Highlights from the Report

- The ultrasonography market is expected to nearly double from 2024 to 2033.
- AI-powered ultrasound devices are enhancing diagnostic accuracy and workflow efficiency.
- Portable ultrasound devices are gaining rapid adoption worldwide.
- North America holds significant market share due to aging demographics and healthcare innovation.
- Asia Pacific is the fastest-growing market driven by healthcare infrastructure growth.
- Leading players continuously innovate with AI integration and portable device launches.

Market Segmentation

The ultrasonography market is segmented across several dimensions to cater to diverse clinical needs and technological variations. In terms of product type, the market comprises 2D ultrasound, 3D/4D ultrasound, Doppler ultrasound, high-intensity focused ultrasound (HIFU), and others. Among these, 3D/4D ultrasound technologies offer real-time high-resolution imaging that is particularly valuable in obstetrics and gynecology.

Portability is a critical segmentation factor, with devices categorized as cart/trolley-based, compact, and portable/handheld ultrasound devices. The portable segment is the fastest growing due to its deployment in emergency rooms, ICUs, ambulances, rural clinics, and home care environments where immediate diagnostics at the point of care are essential.

From an application standpoint, ultrasonography serves obstetrics/gynecology, cardiology, radiology/general imaging, urology, oncology, and other specialties. End-users include hospitals, diagnostic imaging centers, and outpatient facilities, driving demand based on the scope and scale of healthcare services offered.

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Regional Insights

North America dominates the ultrasonography market with a substantial share owing to its advanced healthcare infrastructure, inflation of chronic diseases such as cardiovascular conditions, cancer, and diabetes, and an aging population demanding more diagnostic services. The region benefits from ongoing innovations by major companies, incorporation of AI into ultrasound systems, and a focus on women's health imaging, which collectively fuel market

demand.

Asia Pacific, on the other hand, is the fastest-growing region due to several dynamic factors. Countries like Japan and South Korea have aging populations driving demand for diagnostic imaging. Large emerging economies including India, China, and Southeast Asia are making significant investments in healthcare infrastructure, hospitals, and diagnostic centers. The adoption of portable ultrasound systems gains traction especially in rural and underserved areas, improving access to quality diagnostics.

These regional trends highlight the contrasting market maturity levels with North America as an established market and Asia Pacific as a burgeoning growth hotspot, making this region crucial for ultrasonography market expansion strategies.

Market Dynamics

Market Drivers

The market growth is largely driven by rapid technological advancements in ultrasound systems, including the integration of AI and machine learning. These innovations improve image processing, automate measurements, and enable the detection of anomalies with reduced human error. Additionally, the rising preference for non-invasive, cost-effective diagnostic techniques fuels demand. Portable ultrasound devices meet the urgent need for real-time, bedside diagnostics in various clinical environments such as emergency care and remote locations. Furthermore, growing incidences of chronic diseases and increased demand for minimally invasive surgical procedures contribute to sustained market growth.

Market Restraints

Despite strong growth prospects, the market faces challenges. A significant restraint is the shortage of skilled professionals trained to operate advanced ultrasound equipment and interpret results accurately. This shortage is particularly acute in developing countries and remote regions, limiting the effective utilization of ultrasound technology. Such gaps lead to potential misdiagnoses and reduce the perceived benefits of advanced ultrasonography systems, thereby hindering market penetration.

Market Opportunities

The ultrasonography market offers substantial opportunities. Expansion of point-of-care diagnostics driven by portable and handheld devices is creating new avenues for market players. Increasing adoption of AI-enabled ultrasound systems presents opportunities for innovative product development and improved clinical outcomes. Emerging markets in Asia Pacific, Latin America, and Africa, with growing healthcare investments and improving access, offer fertile ground for market expansion. Additionally, strategic collaborations and government initiatives toward healthcare modernization provide further growth potential.

Get Customization in the report as per your requirements:

Reasons to Buy the Report

- Comprehensive analysis of technological innovations and their impact on the ultrasonography market.
- Detailed segmentation analysis to understand emerging and lucrative market opportunities.
- Insights into regional trends, growth drivers, and competitive landscape.
- Profiles and strategies of major global key players in the ultrasonography market.
- Strategic recommendations for market entry, expansion, and investment decisions.

Frequently Asked Questions (FAQs)

- How big is the ultrasonography market in 2024?
- Who are the key players in the global ultrasonography market?
- What is the projected growth rate of the ultrasonography market from 2025 to 2033?
- What is the market forecast for ultrasonography in 2033?
- Which region is estimated to dominate the ultrasonography market through the forecast period?

Company Insights

- GE HealthCare
- Koninklijke Philips N.V.
- Siemens Healthcare Private Limited
- CANON MEDICAL SYSTEMS CORPORATION
- Mindray Medical India Pvt. Ltd.
- Samsung Healthcare
- FUJIFILM Sonosite, Inc.
- Esaote SPA
- Hologic (Supersonic Imagine)
- Konica Minolta, Inc.

Recent Industry Developments

-In August 2025, Esaote received FDA clearance for its MyLab A50 and MyLab A70 ultrasound systems, which support routine diagnostics as well as advanced features like liver elastography, attenuation imaging, and cardiac strain analysis. These systems are designed with compact and touch-friendly interfaces for flexible use across diverse clinical settings.

-In September 2024, PIUR IMAGING obtained FDA clearance for PIUR tUS Infinity, a device that converts many 2D ultrasound machines into full 3D imaging systems, particularly useful in thyroid imaging, offering volumetric datasets in a single scan.

Conclusion

The ultrasonography market stands at a pivotal growth juncture, propelled by technological innovation, rising healthcare demands, and expanding adoption of portable ultrasound solutions. The fusion of AI technologies with ultrasound imaging boosts diagnostic accuracy and operational efficiency, enabling better patient outcomes. While challenges such as skilled workforce shortages remain, the vast opportunities in emerging markets and evolving healthcare infrastructure promise sustained growth. Strategic investments by key players and ongoing innovations are shaping a promising future for the global ultrasonography market, making it a critical segment within medical diagnostics.

Sai Kiran

DataM Intelligence 4market Research LLP

877-441-4866

sai.k@datamintelligence.com

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