

Portable Ultrasound Market Trends, Investment Opportunities, and Growth Analysis By 2032 | GE Healthcare, Esaote

Portable Ultrasound Market is estimated to be valued at USD 2.84 Bn in 2025 and is expected to reach USD 5.23 Bn by 2032, exhibiting CAGR of 9.1% from 2025-2032

BURLINGAME, CA, UNITED STATES, December 5, 2025 /EINPresswire.com/ -- [The Portable Ultrasound Market](#) : A thorough analysis of statistics about the current as well as emerging trends offers clarity regarding the Portable Ultrasound Market dynamics. The report includes Porter's Five Forces to analyze the prominence of various features such as the understanding of both the suppliers and customers, risks posed by various agents, the strength of competition, and promising emerging businesspersons to understand a valuable resource. Also, the report spans the Portable Ultrasound research data of various companies, benefits, gross margin, strategic decisions of the worldwide market, and more through tables, charts, and infographics.

The Portable Ultrasound Market report highlights an all-inclusive assessment of the revenue generated by the various segments across different regions for the forecast period, 2025 to 2032. To leverage business owners, and gain a thorough understanding of the current momentum, the Portable Ultrasound Market research taps hard-to-find data on aspects including but not limited to demand and supply, distribution channel, and technology upgrades. Principally, the determination of strict government policies and regulations and government initiatives building the growth of the Portable Ultrasound market offers knowledge of what is in store for business owners in the upcoming years.

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Portable Ultrasound Market Size

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Global Portable Ultrasound Market Key Takeaways

According to Coherent Market Insights (CMI), the global portable ultrasound market size is estimated to total USD 2.84 Bn in 2025 and is expected to grow at a CAGR of 9.1% during the forecast period, reaching USD 5.23 Bn by 2032.

Handheld ultrasound devices remain the most sought-after device type, accounting for 65.3% of market revenue in 2025.

Based on application, cardiovascular segment is slated to account for 23.4% of the global portable ultrasound market share in 2025.

By technology, 2D ultrasound imaging segment leads the market with a share of 45.2% in 2025.

North America is likely to retain its market dominance, holding nearly 38.3% of the global portable ultrasound industry share in 2025, owing to rising adoption of mobile ultrasound systems.

Asia Pacific, with an estimated market share of 24.3% in 2025, is poised to become a hotbed for portable ultrasound manufacturers during the forecast period. This is mostly due to rising usage of portable ultrasound devices for emergency and expanding healthcare infrastructure.

Rising Demand for Point-of-Care (POC) Diagnostics Fueling Market Growth

Coherent Market Insights' latest portable ultrasound market analysis highlights major factors driving industry growth. Growing demand for point-of-care testing, rising incidence of chronic diseases, high adoption of compact ultrasound systems in hospitals, surging demand for early disease detection, and advancements in ultrasound technology are some of the major portable ultrasound market growth factors.

There is a rising shift toward point of care (POC) diagnostics in the contemporary world. This is putting portable ultrasound machines into the spotlight as they align perfectly with this shift. Point-of-care ultrasound (POCUS) allow users to perform imaging/diagnostics at or near the patient location rather than central radiology departments.

Portable ultrasounds are especially relevant for emergency care, outpatient clinics, rural and underserved areas, where access to full-scale imaging infrastructure is limited. These medical imaging solutions have the tendency to facilitate quicker decision-making, reduce the need for patient transport to centralized imaging departments, and shorten patient wait times. Thus,

growing adoption of point-of-care ultrasound devices is expected to boost market growth during the forecast period.

High Device Costs and Technical Limitations Hampering Market Growth

The global portable ultrasound market outlook remains optimistic, owing to rising demand for point-of-care diagnostics, growing need for non-invasive imaging solutions, and increased adoption of ultrasound imaging devices in emergency, rural, and home healthcare settings. However, high device costs and technical limitations may limit market growth to some extent during the forecast period.

Advanced portable and handheld ultrasound solutions are quite expensive. Adoption by smaller clinics or in resource constrained settings is limited because of the high upfront costs, thereby dampening overall portable ultrasound market demand.

Moreover, portable ultrasound devices provide lower image resolution, reduced depth penetration, and limited transducer flexibility compared to traditional stationary ultrasound systems. This restricts their use mostly to basic or superficial diagnostics rather than complex imaging. For advanced specialties like oncology, vascular, and deep tissue imaging, the performance of portable units may not match full-fledged ultrasound machines. This encourages clinicians to prefer traditional systems.

□ Portable Ultrasound Market Key Players

- GE Healthcare
- Philips Healthcare
- Siemens Healthineers
- Mindray
- Fujifilm SonoSite
- Canon Medical Systems
- Samsung Medison
- Clarius Mobile Health
- Butterfly Network
- Terason
- Hitachi Healthcare
- BenQ Medical
- Esaote
- Zoncare
- Esaote

□ Portable Ultrasound Market Segments

- By Device Type: Handheld Ultrasound Devices, Mobile Ultrasound Devices, and Cart/Trolley-

Based Ultrasound Systems

- By Application: Cardiovascular, Obstetrics & Gynecology, Musculoskeletal, Gastric, Emergency Medicine/Critical Care, Urology, and Others
- By Technology: 2D Ultrasound Imaging, 3D/4D Ultrasound Imaging, Doppler Ultrasound, and AI-Powered Ultrasound Imaging
- By End User: Hospitals, Diagnostic Imaging Centers, Ambulatory Surgical Centers, Maternity Clinics, Specialty Clinics, Home Care Settings, and Others (e.g., Academic Institutions, Physician Clinics)

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Rising Prevalence of Chronic Diseases Creating Lucrative Growth Opportunities

The global incidence of chronic conditions like cardiovascular diseases, diabetes, cancer, and organ-related disorders is rising significantly, creating a need for early, accurate, and non-invasive diagnostic imaging. This trend is expected to boost demand for portable ultrasound systems during the forthcoming period.

Portable ultrasound devices are easier to deploy and use than bulky imaging systems like MRI machines and CT scanners. Their growing adoption across healthcare facilities like hospitals, diagnostic clinics, and emergency is slated to create lucrative growth opportunities for manufacturers of portable ultrasound machines in the coming years.

Emerging Portable Ultrasound Market Trends

Rising emphasis on preventive healthcare and minimally invasive diagnostics is a key growth-shaping trend in the portable ultrasound market. There is rising awareness among healthcare providers and patients about the benefits of early detection and preventive healthcare. This is driving adoption of portable ultrasound devices because they enable quick, non-invasive diagnostics at the point of care.

Expanding healthcare infrastructure in developing nations such as India and China is boosting sales of portable ultrasound systems. Governments in these countries are investing heavily in developing healthcare infrastructure, which is driving demand for advanced diagnostic imaging technologies like portable ultrasound machines. In many developing countries and remote areas, large ultrasound machines are hard to access. Portable ultrasound devices offer a cheaper and easier way to do medical imaging in these places.

Technological advances in ultrasound technology are improving image resolution, extending battery life, and enhancing portability and diagnostic capabilities. They are making portable ultrasound devices more suitable for diverse settings. For instance, companies are developing

compact, lightweight, and pocket ultrasound scanners without compromising image quality.

There is a rising trend of using AI, ML, and wireless connectivity in portable ultrasound machines. Development of smart ultrasound devices enables automated image analysis, real-time diagnostics, and remote consultations, enhancing efficiency and accuracy in clinical decision-making. These innovations are making portable ultrasound systems more intelligent and user-friendly for both healthcare professionals and patients. For instance, Royal Philips recently launched its new AI-powered imaging solutions, including the next-generation ultrasound.

Regional Outlook:

The following section of the report offers valuable insights into different regions and the key players operating within each of them. To assess the growth of a specific region or country, economic, social, environmental, technological, and political factors have been carefully considered. The section also provides readers with revenue and sales data for each region and country, gathered through comprehensive research. This information is intended to assist readers in determining the potential value of an investment in a particular region.

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

The Report covers:

- Analyze market players — examine company profiles, products, capacity, sales, revenue, pricing, gross margins, and vendor challenges.
- Assess global and regional outlook — evaluate current market conditions and growth forecasts by region, country, type, and application.
- Highlight key trends — focus on rising competition and ongoing innovation.
- Identify drivers and opportunities — emphasize growing demand and emerging technologies.
- Apply Porter's Five Forces — evaluate competitive pressure from new entrants, supplier/buyer power, substitutes, and industry rivalry.

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Key Questions Addressed in the Portable Ultrasound Market Report:

- What is the forecasted size, share, & CAGR of the Market in the forecast period?
- What are the key trends projected to affect the Market during 2025-2032?
- What is the estimated demand for different types of products/services in the Market?
- What would be the impact of strategic developments on the Market in the mid to long term?
- Who are the key stakeholders and players participating in the Market?
- What are the different segments & sub-segments considered in the Market research study?

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