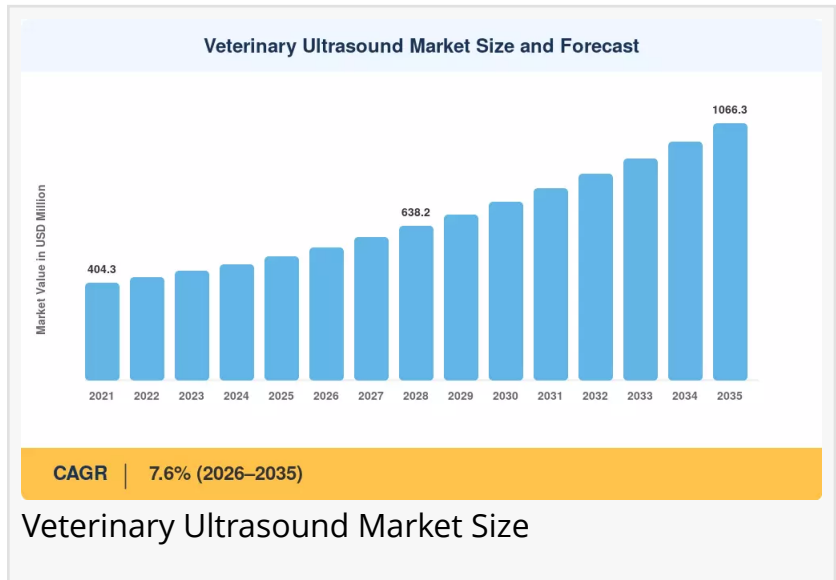


Veterinary Ultrasound Market to reach USD 532.18 Million by 2035 at 6.10% CAGR

Veterinary Ultrasound Market to Surge from \$298.45 Mn in 2025 to \$532.18 Mn by 2035-By Rising Pet Adoption, Miniaturization, Point-of-Care Diagnostic Innovation

NY, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- As per Market Research Future, the [global Veterinary Ultrasound Market size](#) was valued at USD 281.29 Million in 2024 and is projected to grow from USD 298.45 Million in 2025 to USD 532.18 Million by 2035, exhibiting a CAGR of 6.10% during the forecast period 2025--2035.



The 6.10% CAGR is being supported by three converging forces: surging companion animal ownership and livestock healthcare spending, expanding applications across small animal practice, equine care, and bovine reproductive monitoring, and continuous technological advancement in point-of-care and portable ultrasound systems. Veterinary ultrasound platforms offer non-invasive, radiation-free, real-time diagnostic imaging that significantly improves diagnostic accuracy and supports timely clinical decision-making across veterinary clinics and field settings.

Veterinary care providers are increasingly adopting advanced ultrasound platforms across veterinary hospitals, private practices, academic research institutes, and mobile livestock healthcare services. Strong demand for diagnostic imaging in cardiology, oncology, orthopedics, traumatology, and obstetrics is broadening the addressable market. North America remains the dominant regional market due to high pet spending and advanced clinical infrastructure, while Asia-Pacific is the fastest-growing region driven by expanding livestock sectors and accelerating pet humanization trends.

Request A Free Sample: https://www.marketresearchfuture.com/sample_request/6054

Key Market Trends & Growth Drivers

Surging Pet Ownership and Companion Animal Humanization

Pet owners globally are increasingly viewing companion animals as family members, leading to a substantial rise in healthcare expenditures for preventive care, early disease diagnosis, and specialized treatments. Veterinary ultrasound provides safe, painless, and rapid evaluation for companion animals (dogs, cats, and small mammals), driving routine clinical adoption across urban clinics.

The shift toward proactive veterinary wellness and early intervention is expanding ultrasound utilization beyond tertiary veterinary hospitals into neighborhood clinics and mobile practices. As pet insurance coverage expands and pet parents demand sophisticated diagnostic standards comparable to human medicine, adoption of high-resolution veterinary ultrasound is accelerating.

Technological Advancements: Portability, Miniaturization, and AI Integration

Continuous hardware and software innovation is revolutionizing veterinary ultrasound machinery. Transitioning from bulky cart-based units to ultra-portable, handheld, and wireless ultrasound probes has empowered veterinarians to perform point-of-care (POCUS) diagnostics directly in exam rooms, operating suites, and outdoor livestock farms.

AI-enabled veterinary imaging platforms represent a transformational market opportunity. Machine learning algorithms integrated into ultrasound software aid in automated organ measurements, cardiac function calculation, lesion identification, and image enhancement. Manufacturers are prioritizing portable units equipped with intuitive touchscreen interfaces and cloud-based image storage for seamless telehealth collaboration.

Expanding Livestock Management and Precision Animal Husbandry

In the agricultural sector, livestock producers and equine specialists heavily rely on veterinary ultrasound for reproductive monitoring, early pregnancy diagnosis, fetal gender determination, and carcass composition assessment. Efficient reproductive management directly impacts herd fertility, dairy productivity, and meat production economics.

Rising global demand for animal protein, meat safety standards, and commercial livestock optimization are fostering widespread adoption of ruggedized, weather-resistant, portable ultrasound devices designed specifically for cattle, swine, and equine applications.

Ask for Customization: https://www.marketresearchfuture.com/ask_for_customize/6054

Market Segment Insights

BY ANIMAL TYPE

Small Companion Animals: Dominant animal type segment accounting for over 64.8% market share in 2024 and projected to reach approximately USD 344.85 Million by 2035. Growth is driven by high canine and feline adoption rates, pet humanization, and rising diagnostic demand for abdominal and cardiac conditions.

Large Animals: Significant segment comprising cattle, equine, and swine. Driven by livestock farm commercialization, reproductive monitoring, and dairy/equine health management.

Other Animal Types: Includes exotic pets, zoo animals, and avian species, representing a growing niche as specialized exotic veterinary care expands.

BY PRODUCT TYPE

Devices: Dominant segment subdivided into Cart-based Ultrasound Scanners (offering superior imaging clarity for specialized hospitals) and Portable/Compact Ultrasound Scanners (fastest-growing due to field versatility and point-of-care convenience).

Software & Accessories: Growing segment encompassing diagnostic imaging software, AI-assisted analysis tools, transducers, probes, and cloud reporting platforms.

BY TYPE / IMAGING DISPLAY

2D Ultrasound Imaging: Leading imaging type projected to reach approximately USD 228.84 Million by 2035, widely utilized for routine soft-tissue assessments, organ scans, and pregnancy detection.

Doppler Imaging: Critical for cardiovascular evaluation, vascular flow assessment, and complex oncological examinations.

3D/4D Ultrasound Imaging: Rapidly growing segment offering detailed multi-dimensional spatial visualization for complex anatomical diagnostics.

Other Imaging Types: Includes contrast-enhanced imaging and elastography techniques.

BY THERAPEUTIC AREA

Orthopedics & Traumatology: Leading therapeutic segment valued at high historical shares and expected to reach USD 181.25 Million by 2035, supported by bone injuries, joint diseases, and arthritis management in aging pets.

Cardiology: Essential for cardiac screening, congenital defect evaluation, and acquired heart disease monitoring in dogs and cats.

Oncology: Growing application for early tumor detection, soft tissue mass characterization, and biopsy guidance.

Neurology: Emerging application utilizing high-frequency transducers for spinal and cranial assessments.

Obstetrics & Gynecology / Other Applications: Widely adopted across livestock and companion animal reproductive healthcare.

BY END USER

Veterinary Hospitals & Clinics: Dominant end-user category contributing over 55% of global market revenue, serving as the primary delivery point for advanced diagnostic imaging.

Academic & Research Institutes: Essential for clinical research, veterinary training, and novel diagnostic methodology development.

Ambulatory & Mobile Care Units: Fastest-growing end-user segment, driven by equine specialists and farm livestock veterinarians requiring lightweight, battery-operated imaging systems.

Read Detailed Insights: <https://www.marketresearchfuture.com/reports/veterinary-ultrasound-market-6054>

Regional Outlook

North America --- Dominant Market (~42.15% Share, 2024)

North America led the global Veterinary Ultrasound Market with over 42.15% share in 2024, generating around USD 118.56 Million in revenue. The region's leadership is anchored by high pet ownership statistics, substantial veterinary healthcare spending, and rapid commercial adoption of cutting-edge diagnostic infrastructure.

The United States represents the single largest country contributor, supported by an expansive network of specialty veterinary referral hospitals, private clinics, and well-funded animal health research organizations. Strong consumer willingness to invest in advanced pet care keeps North America at the forefront through 2035.

Europe --- Established Growth Market

Europe represents the second-largest regional market, supported by mature animal welfare regulations, advanced pet healthcare facilities, and strong livestock management traditions across Germany, the UK, France, Italy, and the Nordics.

Increasing focus on preventive veterinary medicine and livestock disease control is driving steady replacement demand for legacy analog systems with high-definition digital and portable ultrasound platforms. The European market is projected to reach USD 138.37 Million by 2035.

Asia-Pacific --- Fastest-Growing Region

Asia-Pacific is the fastest-growing regional market, fueled by accelerating pet adoption rates, rising middle-class disposable income, expanding dairy and livestock sectors, and government animal welfare initiatives. China, India, Japan, South Korea, and Australia lead regional market expansion.

India and China demonstrate explosive growth potential due to massive livestock populations and rapidly rising urban companion animal ownership. The Asia-Pacific region is forecasted to expand at a CAGR exceeding 7.20% through 2035.

South America --- Growing Presence

South America represents an important growth market, led by Brazil and Argentina, which possess large commercial cattle herds and flourishing pet care markets. Increasing availability of cost-effective portable ultrasound systems is encouraging wider adoption among field veterinarians.

Middle East & Africa --- Emerging Opportunity

The Middle East & Africa is an emerging market supported by investments in commercial livestock production, equestrian sports infrastructure, and modernization of urban veterinary clinics across GCC countries such as Saudi Arabia and the UAE.

Competitive Landscape and Recent Developments

The Veterinary Ultrasound Market features a blend of global medical imaging conglomerates, dedicated veterinary medical device specialists, and innovative portable hardware developers. Competition focuses on image resolution, battery life, probe versatility, software ergonomics, AI-guided diagnostics, and durable design tailored for demanding field environments.

Major participants identified by Market Research Future include GE Healthcare, Mindray Medical International, Fujifilm Sonosite, Esaote SpA, Canon Medical Systems, Samsung Medison, Chison Medical Technologies, Draminski S.A., Clarius Mobile Health, and BK Medical.

KEY COMPANIES AND RECENT MILESTONES

GE Healthcare (2024--2026): Continues expanding its dedicated LOGIQ and Vscan portable veterinary ultrasound portfolios, incorporating AI-driven automated measurement tools and cloud diagnostic sharing.

Mindray Medical (2024--2026): Strengthens market presence with dedicated Vetus series veterinary ultrasound systems featuring intelligent workflow presets tailored specifically for companion animals and farm livestock.

Esaote SpA (2024--2026): Enhances high-end veterinary imaging solutions with dedicated transducers and cardiovascular software packages for specialized equine and small animal care.

Fujifilm Sonosite (2024--2026): Innovates ultra-durable point-of-care ultrasound (POCUS) devices engineered for harsh veterinary field conditions and ambulatory clinics.

Clarius Mobile Health (2024--2026): Pioneers app-based high-definition wireless ultrasound scanners tailored for veterinary specialists, enabling immediate smartphone and tablet image display.

Future Outlook: 2025--2035

By 2035, veterinary ultrasound systems will become overwhelmingly intelligent, wireless, and integrated into broader digital animal healthcare ecosystems. AI-assisted auto-detection software will enable general veterinary practitioners to perform complex echocardiographic and abdominal scans with specialist-level diagnostic confidence.

Ultra-portable, handheld probe architectures will dominate field operations and routine exam room triage, drastically reducing reliance on heavy stationary hardware. Cloud-connected diagnostic networks will allow rural and mobile veterinarians to instantly consult with board-certified veterinary radiologists worldwide.

Furthermore, multi-frequency transducer innovations and combination diagnostic platforms will allow seamless switching between small companion pets and large agricultural livestock, maximizing equipment utility and return on investment for multi-species veterinary practices.

More Related Research Insights:

<https://www.marketresearchfuture.com/reports/contract-research-organization-market/companies>

<https://www.marketresearchfuture.com/reports/digital-healthcare-market/companies>

<https://www.marketresearchfuture.com/reports/contrast-media-market/companies>

<https://www.marketresearchfuture.com/reports/medical-aesthetics-market/companies>

<https://www.marketresearchfuture.com/reports/biopharmaceuticals-market/companies>

<https://www.marketresearchfuture.com/reports/aesthetics-market/companies>

<https://www.marketresearchfuture.com/reports/medical-tourism-market/companies>

<https://www.marketresearchfuture.com/reports/herbal-medicine-market/companies>

<https://www.marketresearchfuture.com/reports/corporate-wellness-market/companies>

Larry Wilson

WantStats Research And Media Pvt. Ltd.

+1 855-661-4441

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/934786471>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

