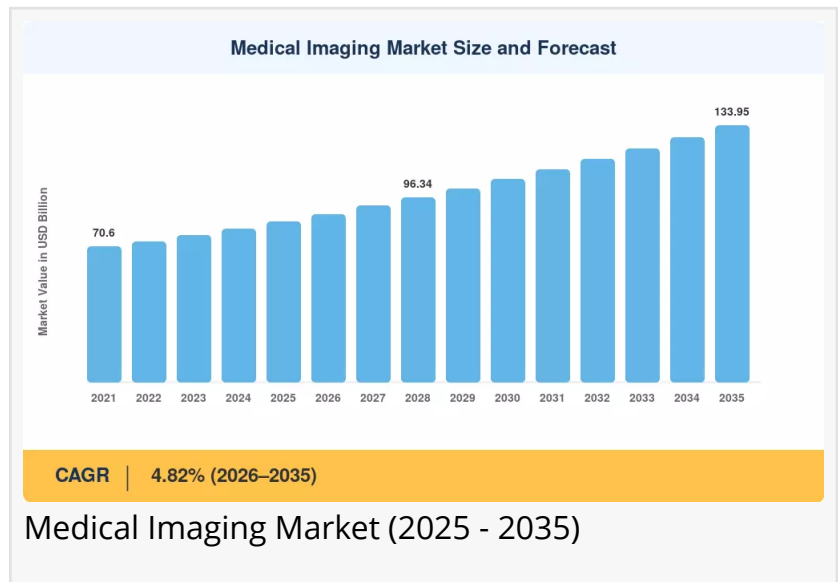


Medical Imaging Market to reach USD 133.95 Billion by 2035 at 4.82% CAGR

Medical Imaging Market to Surge from USD 83.65 Billion in 2025 to USD 133.95 Billion by 2035—Driven by Aging Population, AI-Powered Reconstruction

NY, CA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- As per Market Research Future, the [global Medical Imaging Market size](#) was valued at USD 83.65 Billion in 2025, and the market is projected to grow from USD 87.68 Billion in 2026 to USD 133.95 Billion by 2035, registering a CAGR of 4.82% during the forecast period 2026–2035.



The 4.82% CAGR—anchored by structural shifts in diagnostic care—is propelled by three converging forces: the rising global prevalence of chronic diseases and an aging population, with the United Nations projecting that the global population aged 65 and older will reach 16% by 2050, establishing a steady, compounding baseline for long-term diagnostic imaging volume growth; advancements in AI-powered image reconstruction and clinical decision support, with the FDA having cleared hundreds of AI-enabled medical devices, where radiology algorithms represent more than 75% of these authorizations, reducing MRI scan times by up to 50% while fully preserving diagnostic quality; and government-led hospital capacity expansion across emerging markets, with India's Ayushman Bharat successfully operationalizing over 181,000 Health and Wellness Centres by late 2025 and China's 14th Five-Year Plan driving major capital equipment installation sprints.

Global medical device manufacturers and health organizations are amplifying this momentum. GE HealthCare holds an estimated 16–20% revenue share with the broadest modality portfolio and AI ecosystem leadership through its Edison platform. Siemens Healthineers commands approximately 15–19% share as a technology-first pioneer, having commercially launched the NAEOTOM Alpha photon-counting CT in 2021. Philips Healthcare holds approximately 10–14% with strong positioning in image-guided therapy and point-of-care ultrasound. According to WHO

estimates, there is still a 60% gap in baseline imaging capability in low- and middle-income countries, while the United Nations projects the global population aged 65 and older will reach 16% by 2050. These forces are creating the clinical infrastructure and patient demand on which the Medical Imaging Market depends.

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Key Market Trends & Growth Drivers

Aging Population and Rising Chronic Disease Burden

The market is witnessing increasing demand driven by demographic shifts. The United Nations Department of Economic and Social Affairs projects that the global population aged 65 and older will reach 16% by 2050, up from nearly 10% in 2022. This demographic shift significantly accelerates chronic disease prevalence, establishing a steady, compounding baseline for long-term diagnostic imaging volume growth across global healthcare systems. This trend indicates a shift in healthcare priorities toward proactive disease management, with medical imaging being recognized for its essential role in early detection, staging, and monitoring of oncology and cardiology conditions. GE HealthCare continues advancing product development through next-generation imaging platforms while strengthening strategic partnerships supporting AI-enabled diagnostic research.

AI-Powered Image Reconstruction and Clinical Decision Support

Innovations in artificial intelligence are becoming a hallmark of the industry. The FDA has cleared hundreds of AI-enabled medical devices, with radiology algorithms representing more than 75% of these authorizations. Deep learning software optimizes medical imaging workflows by reducing MRI scan times by up to 50% while fully preserving diagnostic quality, thereby expanding patient throughput and improving scanner unit economics for the health network. These advancements aim to enhance diagnostic accuracy and operational efficiency, potentially leading to better health outcomes and increased market penetration. AI-powered reconstruction techniques currently reduce scan times on high-end CT and MRI platforms by 40–60%.

Government-Led Hospital Capacity Expansion

The incorporation of public infrastructure investment into the industry is gaining traction. The Government of India initially targeted creating 150,000 Health and Wellness Centres under Ayushman Bharat, successfully operationalizing over 181,000 centers by late 2025. Concurrently, public infrastructure modernization programs, such as China's 14th Five-Year Plan, compress procurement timelines by driving major capital equipment installation sprints. The European Commission has earmarked EUR 4.2 billion under Horizon Europe for healthcare digitization through 2027. Tools such as cloud-connected devices and tele-radiology networks are being

utilized to extend advanced clinical capabilities to remote and rural environments, enhancing patient access and treatment outcomes.

Shift Toward Outpatient and Ambulatory Imaging

The rising focus on cost-efficiency and clinical convenience is a primary driver. Official healthcare reimbursement restructuring incentives steer patient advanced imaging volumes away from traditional inpatient settings toward freestanding outpatient and ambulatory centers. This structural shift prompts independent imaging operators to invest heavily in specialized, high-throughput diagnostic networks optimized for efficient ambulatory workflows. The market is projected to expand as healthcare providers increasingly adopt point-of-care ultrasound devices that move diagnostic capacity from radiology suites to bedsides and ambulances. The World Health Organization has identified diagnostic imaging access as a global health priority, underscoring the urgent need for innovative solutions.

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Market Segment Insights

BY MODALITY

X-Ray: Largest segment with 31.25% share in 2025, driven by its dominant role in emergency departments, orthopedic screening, and primary care chest screening volume. GE HealthCare continues expanding digital radiography portfolios through sustained product innovation.

Computed Tomography: Fastest-growing modality at 6.85% CAGR, appealing to healthcare providers seeking AI-assisted triage, faster gantry rotations, and photon-counting detector upgrades. Siemens Healthineers leads in photon-counting CT commercialization.

MRI: Significant segment generating USD 18.40 Billion in 2025, driven by neurological and oncological staging applications.

Ultrasound: Positioned as a growing modality at 4.50% CAGR, driven by point-of-care and obstetric expansion, with handheld devices opening procedural segments previously limited to fixed suites.

BY APPLICATION

Diagnostic Imaging: Largest segment with 62.15% share in 2025, benefiting from population-level screening mandates across oncology and cardiology. GE HealthCare continues strengthening diagnostic imaging portfolios through AI ecosystem expansion.

Therapeutic / Interventional Imaging: Fastest-growing application at 7.10% CAGR, due to the shift toward image-guided minimally invasive procedures and theranostics integration.

Research & Clinical Trials: Smaller but significant share at USD 8.22 Billion in 2025, reflecting growing pharma imaging endpoints and biomarker discovery activities.

BY END USER

Hospitals: Dominant end user with 65.78% share in 2025, offering comprehensive service lines and capital budgets, and established preference among healthcare providers.

Diagnostic Imaging Centers: Fastest-growing end user at 7.62% CAGR, positioning itself as an appealing alternative for patients seeking site-of-service shift and payer cost pressure optimization.

Other End Users: Significant share at USD 5.02 Billion in 2025, including research institutes and mobile imaging operators.

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Regional Outlook

North America — Market Leader in Innovation

North America leads with 44.89% of global revenue in 2025, generating around USD 37.55 Billion. The region's growth is driven by high capital spending per bed, broad insurance coverage for advanced modalities, and CMS reimbursement expansion for advanced screening protocols. The United States alone represents the largest single-country opportunity, with over 40,000 installed MRI units and an annual replacement rate approaching 8%. The competitive landscape is characterized by continuous innovation and strategic partnerships among leading medical device manufacturers.

Europe — Second Largest Market

Europe holds approximately 27% of global revenue in 2025, representing the second-largest regional market. The region benefits from replacement demand across aging public health infrastructure, green procurement standards, and supportive healthcare policies. The UK's NHS committed GBP 2.3 billion to its Diagnostic Recovery Plan, targeting 160 community diagnostic centers by 2025. Regulatory bodies like the EMA are actively facilitating the approval of new therapies. Leading countries include Germany, the United Kingdom, and France, where major companies such as Siemens Healthineers and Philips Healthcare are heavily invested.

Asia-Pacific — Rapidly Growing Market Segment

The Asia-Pacific region is the fastest-growing region with a projected CAGR of 5.93%. The growth is driven by government-funded hospital-capacity expansion, domestic equipment manufacture, and increasing healthcare access. Countries like China and India are experiencing a surge in demand, supported by initiatives such as India's Ayushman Bharat Digital Mission and China's county-hospital mandates. China's domestic manufacturers, including Mindray and United Imaging, now offer CT and MRI systems at 30–50% below Western OEM pricing. The competitive landscape is evolving with companies like Canon Medical Systems and Samsung Healthcare leading the charge.

South America — Emerging Opportunity

The South America region was valued at USD 4.18 Billion in 2025, driven by increasing awareness of diagnostic imaging and rising healthcare investments. Brazil leads the region with its SUS public health system upgrades, serving 150 million citizens. Argentina's private clinic equipment renewal and IDB-funded healthcare modernization across the region are creating procurement pipelines. Countries like Brazil and Argentina are leading the way, with a growing presence of international medical device companies.

Middle East and Africa — Untapped Potential

The MEA region reached USD 3.43 Billion in 2025, driven by government mega-projects, medical tourism, and rising healthcare investments. Saudi Arabia's Vision 2030 includes the construction of 44 new hospitals and the upgrade of 200 existing primary care centers. The United Arab Emirates advances at 5.40% CAGR through medical tourism and premium hospital builds. South Africa's National Health Insurance pilot procurement and Egypt's New Administrative Capital hospital cluster are creating new demand centers.

Competitive Landscape and Recent Developments

The Medical Imaging market is characterized by intense competition and steady growth, driven by increasing prevalence of chronic diseases and aging populations worldwide. The global industry exhibits medium concentration, with the top five players collectively holding an estimated 60–68% of global revenue, reflecting an oligopoly of multinational OEMs that compete on installed-base lock-in, service contracts, and AI ecosystem differentiation.

KEY COMPANIES AND RECENT MILESTONES

GE HealthCare (US) (March 2026): Completed the acquisition of Intelrad to expand its cloud-based enterprise medical imaging software and digital workflow capabilities across outpatient settings. Holds an estimated 16–20% revenue share with the broadest modality portfolio and AI ecosystem leadership through its Edison platform.

GE HealthCare (US) (May 2026): Integrated its bkActiv intraoperative ultrasound system with Medtronic's Stealth AXiS surgical navigation platform to address real-time brain shift during cranial surgeries.

Siemens Healthineers (DE): Commands approximately 15–19% revenue share as a technology-first pioneer. Commercially launched the NAEOTOM Alpha photon-counting CT in 2021, with competing platforms expected by 2027, catalyzing a premium replacement wave across academic medical centers and high-volume cardiac imaging programs.

Bracco Imaging (IT) (May 2026): Signed a multi-year master research agreement with NYU Langone Health to innovate AI-enabled PET/CT, MRI, photon-counting CT, and diagnostic contrast imaging.

Other Key Players: Philips Healthcare (NL), Canon Medical Systems (JP), Fujifilm Holdings (JP), Hologic Inc. (US), Shimadzu Corporation (JP), Samsung Healthcare (KR), Carestream Health (US), Mindray Medical (CN).

Future Outlook: 2026–2035

The Medical Imaging Market is projected to reach USD 133.95 billion by 2035, growing at a CAGR of 4.82%, driven by aging populations, rising chronic disease prevalence, and advancements in AI-powered diagnostic technologies.

New opportunities lie in:

Expansion into emerging markets with greenfield installations and compact, cloud-connected devices

Development of photon-counting and spectral detector technologies for premium replacement cycles

Investment in AI-as-a-Service and software-defined imaging platforms for recurring revenue

Theranostics and image-guided interventions integrating PET/CT and SPECT/CT into oncology pathways

Platform economics and ecosystem monetization through managed-service agreements bundling hardware, cloud-PACS, and AI applications

By 2035, the Medical Imaging Market is expected to achieve substantial growth and innovation, with market leadership belonging to vendors who successfully transition from box sellers to platform operators, raising recurring-revenue mix above 40% through multi-year managed-service agreements.

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