

Ultrasound Equipment – World Market – 2019

2019 Edition

“Despite the backdrop of global economic uncertainty, the ultrasound equipment market is forecast to grow relatively strongly in the coming years. At the upper-end of the market, growth is being driven by the expanding use of ultrasound in new areas, often as a lower cost and radiation-free alternative to CT and MRI. Short-term growth is being boosted by several new premium platform releases by the major vendors, encouraging users to upgrade their equipment. In the mid-range of the market, the trend to shared service ultrasound systems, coupled with the expanded feature-set of the latest mid-range systems, is driving growth. The lower-end of the market is being expanded by the increasing use of ultrasound by new users, primarily in point-of-care and primary care settings. The recent availability of affordable handheld systems with improved performance is accelerating this trend. Overall, the market is forecast to grow by at a 5-year CAGR of nearly 5%”.

Simon Harris - Principal Analyst and Report Author



Report Author: Simon Harris, Principle Analyst

Simon has over 25 years of experience in global technology market intelligence, having served as Executive Vice President at IMS Research (InMedica) and Senior Research Director for IHS Inc.'s Technology division. Simon is responsible for Signify Research's coverage of the global Medical Imaging market and wrote the 2017 edition of Signify Research's ultrasound equipment report.

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Vendors included in section 7.2

- Canon Medical Systems
- Esaote
- Fujifilm SonoSite
- GE Healthcare
- Hitachi Medical Systems
- Mindray
- Philips Healthcare
- Samsung Medison
- Siemens Healthineers
- SonoScape

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Report Content

Market metrics are presented for the period 2018 to 2023.

The market will be broken out by major region and country:

Americas

- United States
- Canada
- Brazil
- Mexico
- Rest of Region

EMEA

- Austria & Switzerland
- France
- Italy
- Spain & Portugal
- Poland
- Rest of E Europe
- Turkey
- Africa

- Benelux
- Germany
- Nordic
- UK & Eire
- Russia
- Saudi Arabia
- Rest of Middle East

Asia

- China
- Indonesia
- Malaysia
- South Korean
- Vietnam
- India
- Japan
- Oceania
- Thailand
- Rest of Asia

For each country/region, the market is segmented by clinical application and by product category.

Products:

- 1) Cart-based by Price
 - Low-end
 - Mid-range
 - Premium
- 2) Company by Price
 - Low-end
 - Mid-range
 - Premium
- 3) Handheld

Clinical Applications:

- Radiology - Diagnosis
- Radiology - Interventional
- Cardiology - Diagnosis
- Cardiology - Interventional
- Obstetrics
- Gynaecology
- Assisted Reproduction
- Breast (ABUS + Diagnosis)
- Primary Care
- Surgical
- Gastroenterology
- Urology
- Vascular - Diagnosis
- Vet
- Other Applications

Point of Care:

- Emergency Department
- Musculoskeletal
- Anaesthesiology
- Critical Care
- Vascular Access

Time Period:

- Historic data for 2017
- Estimates for 2018 based on vendor reported data
- 5 year annual forecast

Measurements:

- Revenues (US\$)
- Unit shipments
- Average wholesale prices (\$)

Report Features



Expert commentary on the market trends



Detailed analysis by clinical application and by product to highlight growth opportunities



Primary research method ensures accuracy and reliability



Robust forecasts driven by proprietary database of hospital infrastructure



Direct access to the lead Analyst



Global coverage with country level analysis



Highly data-centric, with numerous segmentations of the market



Actionable, jargon-free analyst insight and opinion

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Report Overview



Market

- ✓ Identify the countries, products and end-markets driving growth
- ✓ Review the market drivers and barriers for growth
- ✓ Quantitative analysis of market size and forecast growth



Competition

- ✓ Market share estimates for the leading vendors
- ✓ Market shares presented by region, by product and by clinical application
- ✓ Detailed product matrix for each of the leading vendors



Technology

- ✓ Analysis of the product mix for each clinical application and each region
- ✓ Assessment of the impact of handheld ultrasound
- ✓ Discussion on the impact of artificial intelligence and deep learning on ultrasound



Strategy

- ✓ Analysis and insights to support your strategy planning
- ✓ Our take on the future direction of the market
- ✓ Direct access to the Analyst for an expert opinion when you need it



Market Data

Each clinical application market segmented by 30 geographic regions
Each clinical application market segmented by 8 product categories
Annual 5 year forecasts

Competitive Landscape

Vendor market shares for each major region and country.
Vendor market shares for each clinical application.
Vendor market shares for each product category.

Analyst Commentary

Expert insights on country, application, and product trends.
Explanation of the assumptions behind the forecasts along with "Our Take" on key issues.



Report Resources

PDF report format and interactive Excel database that enables you to build your own views of the market data by selecting specific product, application and regional categories. Includes all static tables and figures. Accompanying Powerpoint executive summary.

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Research Method



Scope research with industry stakeholders

Talk with industry stakeholders to understand their information needs

Issue proposed research agenda and invite customers to take Advance Purchase option



Interview technology vendors

Evaluate supply to the market and the trends that will impact growth

Strong focus on collecting sales, shipments and pricing data



Interview healthcare providers

Conduct in-depth interviews with healthcare professionals across W. Europe and the US

Strong focus on open-ended and probing questions



Collate secondary research

Supplement primary research with a variety of secondary research sources

Company news and financial information, economic data, conference proceedings, etc.



Review preliminary data with Advance Purchasers

Send preliminary market data to customers for review, as quality control measure

Refine market size estimates and growth forecasts based on feedback

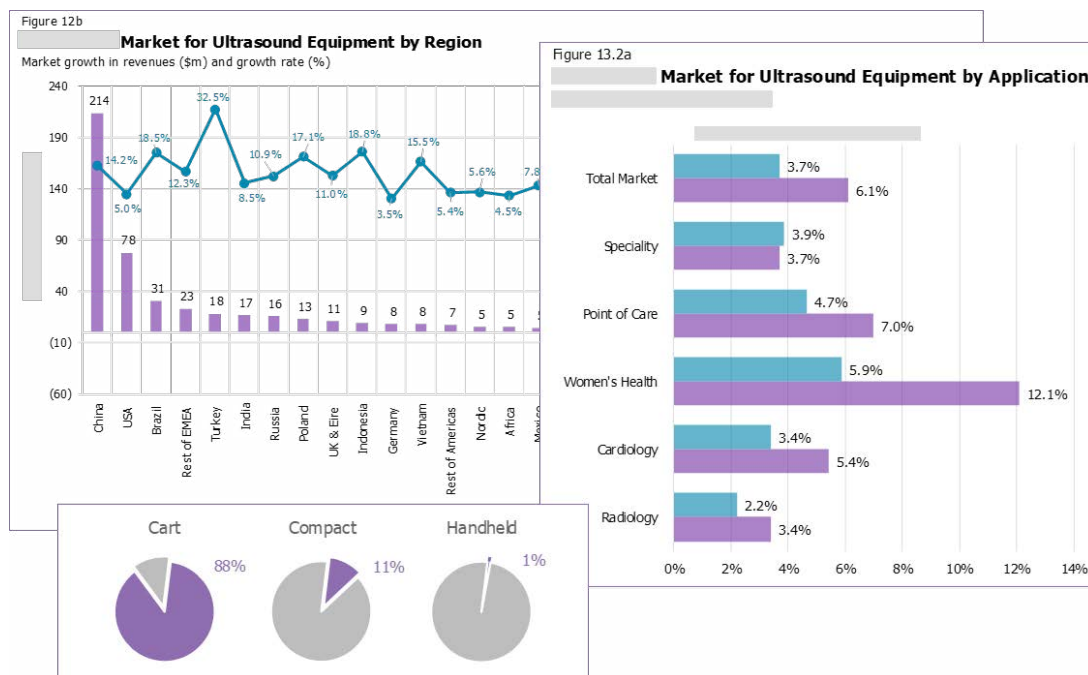


Ongoing Analyst support

Q&A session to highlight the key findings of the research and to answer customer questions

Ongoing support to help customers stay informed of latest market developments

Sample Tables and Figures



* Report samples are available on request

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About Signify Research

At Signify Research we are passionately curious about Healthcare Technology and we strive to deliver the most robust market data and insights, to help our customers make the right strategic decisions. We blend primary data collected from in-depth interviews with technology vendors and healthcare professionals, to provide a balanced and complete view of the market trends.

Whether our research is delivered as an off-the-shelf report or as a consultancy project, our customers benefit from direct access to our Analyst team for an expert opinion when they need it. We encourage our clients to think of us as an extension to their in-house market intelligence team.

Our major coverage areas are Healthcare IT, Medical Imaging and Digital Health. In each of our coverage areas, we offer a full suite of products including Market Reports, Market Intelligence Services, as well as Custom Research and Consultancy services. Our clients include technology vendors, healthcare providers and payers, management consultants and investors.

“We recently purchased one of Signify Research’s reports. We felt we can trust the insights they provided to make informed strategic decisions.” – Vera Borislavova, Global Customer & Market Insight Business Partner, GE Healthcare

“Signify Research’s greatest strengths are its subject matter expertise and deep understanding of the industry.” – Ken Sutherland, President, Canon Medical Research Europe Ltd

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