Global Diagnostic Ultrasound Devices Market Assessment & Forecast: 2015-2019

Description: The global ultrasound market has been analyzed for six geographies of North America, Europe, Asia-Pacific, Latin America, Middle-East and Africa. Backlog orders continue to bring in revenues only affected by the rising demand for refurbished imaging equipment from economically stricken countries particularly in Latin America, Africa and parts of Asia-Pacific. Leading companies in this market are capitalizing from overseas investments. North America's diagnostic industry traditionally relies greatly on CT and MRI modalities and has greater instability in its reimbursement for ultrasound procedures. Though not severely affected, European market continues to battle with the aftermath of the economic crises and growth is pegged slower than North America.

United States accounts for around 85% of the total revenue in North America. New technological innovations and software developed by few players is expected to shift the balance and propel the market in U.S. in coming years. Demand for high-end and premium device segments is one of the primary growth drivers for the ultrasound technology in this region. Musculoskeletal, sports medicine and point-of-care contribute significantly to the growth of the market in North America. Increasing research on technology and applications of ultrasound are pushing boundaries of the devices in the region. Eastern Bloc countries are anticipated to show high single digit growth throughout the forecast period. Several new vendors have recently entered the European market. The influx of low-cost manufacturers will raise concerns of price sensitivity for existing vendors, which will need to be addressed by improved value-added offerings from global vendors.

North America and Europe have been stable and mature markets for the technology, particularly being major buyers of high-end and premium device segments for the last decade. Recent changes in the world economic scenario and advent of powers such as China, India, South-East Asian countries and Middle-East countries there has been a significant rise in investment by government and private foreign players in the healthcare infrastructure. We also see notable rise in foreign investment in hospital groups, insurance and manufacturing of equipment. With this, it is evident that the world is headed towards a more cost-effective healthcare solution.

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