Ultrasound Devices work on the principle of Ultrasound Imaging in the range of 20Khz to several gigahertz and are a key part of minimally invasive treatment procedures. With the progress in ultrasound technology, the Ultrasound devices market has also seen incredible growth.

The market for Ultrasound devices is estimated to grow at a healthy rate, accounting to increasing aging population, healthcare reforms and need for minimally invasive procedures. There has been a lot of public-private investment in the market, which helps the market to grow substantially. Chronic diseases such as Cancer, push the need for ultrasound devices. These devices can help in early diagnosis, and hence better treatment.

The North America region is the market leader in terms of geography. Increased focus on healthcare, rise in the geriatric population and high healthcare spending is driving the market. The companies are now focusing on emerging markets like Mexico, Brazil, China and India. There are drivers such as rapidly aging population, government initiatives to promote the use of medical devices across hospitals, high prevalence of cancer and improving infrastructure. The highest growth will be registered in Asia Pacific region.

The market is also facing restraints such as lack of experienced professionals, stringent regulatory guidelines for ultrasound technology approval and pricing pressure to sustain in the market against competitors. The US market is also facing a downturn, due to unclear policy on Healthcare reforms.

The overall market has also been presented from the perspective of different geographic locations into standard geographic regions and key economies in this market. Competitors are highlighted and market players are profiled with attributes of company overview, financial overview, business strategies, product portfolio and recent developments. Market shares of the key players for 2015 are provided.

The prominent players profiled in this report are:

GE Healthcare,
Siemens Healthcare,
Toshiba Medical Systems,
Philips Healthcare
Samsung Medison.

These players are in constant competition with each other in order to gain a competitive edge over others and their diverse portfolio of products is the key factor for their success.

The report contains the most detailed and in-depth segmentation and analysis of the global ultrasound devices market during the forecast period 2015 - 2020.
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