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# Cardiovascular Ultrasound System Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

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**Report description:**

The cardiovascular ultrasound systems market was expected to register a CAGR of 5.9% over the forecast period (2022-2027).

COVID-19 had an unimaginable impact on the world and altered almost every aspect of the healthcare industry. The pandemic also had a complex and unprecedented effect on the ultrasound market. Healthcare providers deployed the potential of ultrasound diagnosis, primarily for point-of-care (POC) applications, for the triage, monitoring, and diagnosis of COVID-19 patients. As per the study published in March 2021, titled 'Application of Point-of-care Cardiac Ultrasonography in COVID-19 Infection: Lessons Learned from the Early Experience', since there is a high prevalence of acute cardiac injury in patients with COVID-19 infection, point-of-care cardiac ultrasound (PoCCUS) may be used for longitudinal monitoring of patients infected with COVID-19. Such studies demonstrating the application of cardiovascular ultrasound systems in COVID-19 patients are expected to positively support the growth of the market.

The major factors supporting the growth of the cardiovascular ultrasound system market include the increasing incidence of cardiovascular diseases (CVDs), technological advancements, and the advantages of echocardiography over invasive cardiac diagnostic procedures.

According to the June 2021 update of the World Health Organization (WHO), cardiovascular diseases are the leading cause of death around the world, and about three-quarters of deaths from CVDs are recorded in low- and middle-income countries and thus, due to the high mortality due to the CVDs, the demand for disease diagnostics and monitoring is increasing which is expected to fuel growth in the cardiovascular ultrasound system market. Further, according to the 2022 American Heart Association (AHA) report, approximately 244.1 million people were living with ischemic heart disease (IHD) around the world, and North Africa and the Middle East, Central and South Asia, and Eastern Europe had the highest prevalence rates of IHD in the world in 2020. This burden of cardiovascular diseases is further expected to increase due to the high prevalence of associated risk factors such as hypertension, obesity, smoking, diabetes, and others, along with the sedentary lifestyle; thus, the use of ultrasound in disease diagnostics, monitoring, and treatment is expected to increase which will drive growth in the cardiovascular ultrasound system market over the forecast period.

Technological advancements such as artificial intelligence have a significant positive impact on cardiology with improved ability to diagnose certain heart conditions. For instance, in October 2020, GE Healthcare received the United States Food and Drug Administration clearance for its ultra edition package of vivid cardiovascular ultrasound systems, which includes new features based on artificial intelligence (AI) that enable clinicians to acquire faster, more repeatable exams consistently.

However, unfavorable reimbursement scenarios and the economic impact of adopting new technologies are likely to impede the studied market growth over the forecast period.

Cardiovascular Ultrasound System Market Trends

The 2D Ultrasound Imaging Segment is Expected to be Fastest Growing Segment Over the Forecast Period

2D ultrasound imaging is also known as B-mode echography or sonography. It displays a 2D map of B-mode data and is currently the most common form of cardiac ultrasound imaging used worldwide. It uses multiple transducers. It enables the generation of multiple images of the field or frames every second on the screen, giving an illusion of movement. It is primarily used to measure cardiac chamber dimensions, assess valvular structure and function, and improve the accuracy of interpretation of Doppler modalities. 2D ultrasound is one of the most common forms of technology used.

Owing to the high prevalence of cardiovascular diseases and wide acceptance and usage of 2D ultrasound systems, the segment is expected to grow significantly over the forecast period. For instance, according to the 2022 report of the American Heart Association (AHA), there were about 68.2 million ischemic stroke cases, 18.9 million intracerebral hemorrhages, and 8.1 million cases of subarachnoid hemorrhages in 2020 which has increased from the previous year and thus, owing to the high burden of the CVDs, the segment is expected to grow over the forecast period.

Moreover, in October 2020, Royal Philips launched the Ultrasound 3300, a new innovative ultrasound series tailored for general Imaging and cardiovascular imaging procedures. Such product advancement will boost vertical growth over the coming years.

Thus, the segment is anticipated to witness significant growth over the forecast period due to the abovementioned factors.

North America is Expected to Dominate the Market Over the Forecast Period

North America is anticipated to lead the market owing to the high adoption of ultrasound modality in general diagnostics and the rising prevalence of lifestyle-associated chronic diseases. The high demand for technologically advanced medical devices is expected to propel market growth in the region.

The major factor driving the market is the rising global burden of various coronary heart diseases, such as stroke and cardiomyopathy, which cause a global burden of cardiac-related deaths. As per a report by the United States Centers for Disease Control (CDC), statistics updated in 2021, every 40 seconds, an American may have a heart attack. This scenario leads to a higher demand for cardiovascular ultrasound systems for better diagnosis, which will drive the market in the United States.

Moreover, in October 2020, GE Healthcare received the United States Food and Drug Administration's 510k clearance for its ultra-edition package of vivid cardiovascular ultrasound systems, which include new features based on artificial intelligence (AI) that enable clinicians to acquire faster, more repeatable exams consistently. Also, in September 2020, Philips Healthcare introduced the latest addition of dedicated cardiovascular ultrasound solutions, the Affiniti CVx, to support the cardiology departments in delivering better care to more patients with increased efficiency and throughput.

Furthermore, supportive awareness initiatives for disease awareness are projected to support the market for cardiovascular devices in North America. For instance, in February 2020, Mexico joined the HEARTS initiative to strengthen primary healthcare for CVD. Promoted by the Pan American Health Organization/ World Health Organization (PAHO/WHO), the initiative aims to improve the prevention and control of hypertension at the primary care level.

Thus, owing to the abovementioned factors, the North American region is expected to show lucrative growth over the forecast period.

Cardiovascular Ultrasound System Market Competitor Analysis

The market studied is moderately consolidated, owing to the presence of many small and large market players. Some market players are Canon Medical Systems, Chison, Esaote SpA, GE Healthcare, Hitachi Medical Corporation, Koninklijke Philips NV, Health Catalyst (KPI Healthcare Inc.), Samsung Healthcare, Siemens Healthcare, and Whale Imaging. Regional and service portfolio expansions and mergers and acquisitions are key strategic undertakings adopted by these players.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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