

Australia and New Zealand Ultrasound Devices Market Report and Forecast 2024-2032

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Report description:

Australia and New Zealand Ultrasound Devices Market Report and Forecast 2024-2032

Australia and New Zealand Ultrasound Devices Market Outlook

The Australia and New Zealand ultrasound devices market size is anticipated to grow at a CAGR of 6.07% during the forecast period of 2024-2032, driven by rise in chronic diseases, and innovation in diagnostic technologies across the region.

Ultrasound Devices: Introduction

Ultrasound machines are non-invasive diagnostic devices that use high-frequency sound waves to produce images of the body's internal structures. Commonly known for their role in obstetrics to monitor fetal development, these machines are also pivotal in visualizing organs, tissues, and blood flow in various medical specialties. Ultrasound is favored for its safety, absence of ionizing radiation, and real-time imaging capabilities, making it an essential tool in diagnosis, treatment guidance, and monitoring across healthcare settings.

Key Trends in the Australia and New Zealand Ultrasound Devices Market

There's a continuous push towards integrating advanced technologies such as 3D/4D imaging, AI, and machine learning. These technologies enhance image quality, diagnostic accuracy, and overall workflow efficiency. Portable and point-of-care ultrasound devices are also gaining popularity due to their convenience and capability to provide real-time diagnostics in remote areas or bedside.

Ultrasound is traditionally associated with obstetrics and gynaecology. However, there's a growing demand for ultrasound in musculoskeletal, emergency medicine, and anaesthesiology. This is driven by the need for non-invasive and radiation-free diagnostic methods.

There's an increasing emphasis on preventive healthcare and early diagnosis of diseases. Ultrasound devices play a crucial role in this, offering a non-invasive, cost-effective way to monitor and diagnose various conditions at early stages, thus improving the prognosis and reducing healthcare costs.

The market is also influenced by regulatory policies and reimbursement scenarios. Changes in these areas can impact the adoption rate of advanced ultrasound technologies. Healthcare providers are increasingly attentive to regulatory standards and

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reimbursement policies, which can influence purchasing decisions and the types of ultrasound technology that are in demand. As ultrasound technology becomes more sophisticated, there's a growing need for specialized training and education among healthcare professionals. Ensuring that technicians and doctors are well-versed in the latest ultrasound technologies can improve diagnostic accuracy and patient care.

There's an increasing trend towards making medical devices more eco-friendly. This includes reducing the carbon footprint of manufacturing, using recyclable materials, and ensuring devices are energy efficient.

With advancements in telehealth, there's a trend towards remote monitoring and diagnosis, where ultrasound images can be shared and analyzed by specialists across different locations. This is particularly beneficial for remote or rural areas in Australia and New Zealand, improving access to specialized healthcare services.

Australia and New Zealand Ultrasound Devices Market Segmentation

Market Breakup by Type

- Stationary Ultrasound
- Portable Ultrasound

Market Breakup by Technology

- Advanced 2D Ultrasound Imaging
- 3D and 4D Ultrasound Imaging
- Doppler Imaging
- High-intensity Focused Ultrasound

Market Breakup by Applications

- Anesthesiology
- Cardiology
- Gynecology/Obstetrics
- Musculoskeletal
- Radiology
- Primary Care
- Critical Care
- Emergency Medicine

Market Breakup by Portability

- Handheld
- Compact
- Cart/Trolley
- o□ Point-of-Care Cart/Trolley Based Ultrasound
- o□ Higher-end Cart/Trolley Based Ultrasound

Market Breakup by End User

- Hospitals
- Imaging Centres
- Research Centres

Market Breakup by Country

- Australia
- New Zealand

Australia and New Zealand Ultrasound Devices Market Overview

Australia boasts a robust healthcare system with well-established public and private sectors. The presence of advanced healthcare facilities and a strong focus on quality healthcare services drive the demand for advanced ultrasound devices. The Australian government's initiatives to improve healthcare services and the relatively high healthcare spending per capita contribute to the availability and adoption of advanced medical technologies, including ultrasound devices.

New Zealand's unique geographical landscape, with significant rural and remote areas, presents challenges and opportunities for

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the ultrasound market. There's a growing demand for portable and point-of-care ultrasound devices that can be used in these areas to provide timely and accurate diagnostic services. New Zealand has specific health initiatives targeting the indigenous Maori and other Pacific populations. Ultrasound devices are integral in providing culturally appropriate and accessible healthcare services to these communities.

Australia and New Zealand Ultrasound Devices Market: Competitor Landscape

The key features of the market report include patent analysis, grants analysis, clinical trials analysis, funding and investment analysis, partnerships, and collaborations analysis by the leading key players.

- Canon Medical Systems Corporation
- SonoScape Medical Corp
- Fujifilm Holdings Corporation
- GE Healthcare
- Hologic Inc.
- Koninklijke Philips NV
- Mindray Medical International Limited
- Samsung Electronics Co. Ltd.
- Esaote SPA
- Siemens Healthineers AG
- ALPINION MEDICAL SYSTEMS Co., Ltd.
- CHISON Medical Technologies Co., Ltd.
- SAMSUNG HEALTHCARE
- Analogic Corporation
- General Electric

We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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*Additional insights provided are customisable as per client requirements.

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