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Middle East Ultrasound Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 81 pages | Mordor Intelligence

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Report description:

The Middle East Ultrasound Devices Market size is estimated at USD 336.12 million in 2024, and is expected to reach USD 435.56 million by 2029, growing at a CAGR of 5.32% during the forecast period (2024-2029).

COVID-19 had a significant impact on the overall healthcare industry. Different measures and reaction plans have been implemented due to the coronavirus spreading across the Middle Eastern nations. As per the article published in June 2021 by the National Library of Medicine, health resource constraints, a lack of qualified medical staff, and a paucity of medical equipment have all been problems for developing Middle Eastern economies during COVID-19. Most Middle Eastern nations have total health expenditures per capita that are significantly lower than the average for nations with comparable levels of economic growth. Additionally, Middle Eastern governments introduced measures and dedicated specific funds to stop their health systems from being overwhelmed and cut back on the fast spread of COVID-19 to support their medical staff and protect the community. Hence, as per the above-mentioned factors, COVID-19 had a notable impact on the Middle East ultrasound devices market. However, with the stabilizing cases of COVID-19, the market is expected to stabilize its growth.

The rising burden of chronic diseases is one of the primary drivers for the market. The cancer burden is increasing, owing to factors such as the aging population, poor diet, smoking, and physical inactivity. As per the report from the Global Cancer Observatory, the incidence of cancer in Kuwait was 3,842 in 2020, whereas it is projected to be 10,736 by 2040. Moreover, as per the 2022 report from the World Heart Federation, cardiovascular disease is the number one cause of death in the Middle East region, responsible for more than one-third of all deaths, or 1.4 million people dying every year. Since early diagnosis is crucial, implementing ultrasound technology at a faster rate is necessary, and the adoption of ultrasound devices is likely to boost the market's growth. Diagnostic imaging equipment, such as ultrasound devices, allows for the prompt and early diagnosis of disease, allowing physicians to cure the disease, which is a key growth factor for the market under consideration. Additionally, the increase in government and private funding for R&D in ultrasound imaging also contributes to the growth of the market. For instance, Abdul Latif Jameel Health partnered with Butterfly Network and announced the launch of the world's first handheld, single-probe, complete-body ultrasound system in the ME region in 2021.

As per the factors mentioned above, the ultrasound devices market is anticipated to face growth in the Middle East region over the forecast period. However, the stringent regulatory framework in the Middle East region restrains market growth.

Middle East Ultrasound Devices Market Trends

3D and 4D Ultrasound Imaging Segment is Expected to Show Significant Growth Over the Forecast Period

In a 3D ultrasound, many 2D images are taken from various angles and pieced together to form a three-dimensional image. This appears to be what one would see in a typical photograph. 4D is similar to 3D, but it shows movement, which is more beneficial and accurate in pregnancy scanning. Thus, the doctors can see the baby kicking or opening and closing their eyes. 4D ultrasound has the added advantages of visualization and motion. It is widely used for abdominal applications, including the detection of abnormal fetus development, the visualization of the colon and rectum, the detection of cancerous and benign tumors of the prostate gland, and breast lesions, along with the flow of blood in various organs or a fetus. These ultrasounds are likely to experience substantial growth in the coming years, with the higher adoption of technologically advanced devices for better clinical decisions.

Furthermore, the increasing burden of chronic diseases and the advancement in imaging technologies are expected to drive market growth. For instance, as per the report from the Global Cancer Observatory, the incidence of cancer in Qatar was 1,482 in 2020, whereas it is projected to be 5,527 by 2040. The number of births and fertility rates are also anticipated to boost market growth in the region. For instance, as per the 2020 report from the World Bank Group, in the United Arab Emirates, the fertility rate in 2020 was 1.369. The total fertility rate represents the number of children that would be born to a woman if she were to live to the end of her childbearing years and bear children in accordance with the age-specific fertility rates of the specified year. Besides, increased technological advancements and government initiatives in the field of ultrasound devices fuel the market's growth. For example, in May 2022, Sheikh Shakhbout Medical City (SSMC), one of the UAE's largest hospitals for serious and complex care and a joint venture between the Mayo Clinic and Abu Dhabi Health Services Company (SEHA), will be the first hospital in the Middle East to open an academy to teach doctors how to use the artificial intelligence (AI)-guided point-of-care ultrasound (POCUS) device better.

Thus, based on the above facts, the 3D and 4D ultrasound imaging markets are expected to grow over the next few years.

GCC is Expected to Witness a Growth in the Studied Market Over the Forecast Period

The GCC is likely to grow in the ultrasound device market owing to factors such as the rising burden of chronic diseases, increasing government funding and initiatives for the research and development of ultrasound devices, and new product launches. For instance, as per the August 2022 report, the Hisense electronic company tested its new ultrasound diagnostic monitor in the GCC before the official launch. Following the recent launch of Hisense's 55-inch endoscopic monitor during the MENA Hospitals Forum, the global electronics and white goods manufacturer has confirmed that its radiology monitors and ultrasound devices are now undergoing final-stage testing in hospitals in both the UAE and Iraq. Such developments and product launches in the GCC region are anticipated to boost the growth of the ultrasound devices market over the forecast period.

The presence of competitors, product launches, research and development, and quality control programs in the field of ultrasound devices are boosting market growth in the studied region. For instance, as per the article published in March 2022 by the European Journal of Medical and Health Sciences (EJMED), assessing and defining the performance and safety of ultrasound equipment was the primary goal of QC programs in diagnostic imaging modalities like medical ultrasound equipment. Such monitoring programs in the studied region are likely to boost market growth.

Based on these factors, the GCC is expected to grow in a good way during the forecast period.

Middle East Ultrasound Devices Industry Overview

The market for ultrasound devices is moderately competitive, and there are several international companies in the market that are investing in the research and development (R&D) of advanced innovative technologies in the field of ultrasound imaging, as it is becoming one of the most fundamental aspects of healthcare. The global players in the Middle East ultrasound devices market are Canon Medical Systems Corporation, General Electric Company (GE Healthcare), Koninklijke Philips N.V., Shenzhen Mindray Bio-Medical Electronics Co., Ltd., and Siemens Healthcare GmbH.

Additional Benefits:

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

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