

**Australia Ultrasound Devices Market Assessment, By Product Type [Diagnostic Ultrasound Systems, Therapeutic Ultrasound], By Portability [Trolley/Cart-Based, Compact/Handheld], By Display [Coloured, Black and White], By End-user [Hospitals, Diagnostic centre, Ambulatory Care Centres, Surgical Centres, Research and Academic Institutes, Others], By Application [Radiology, Cardiology, Obstetrics & Gynaecology, Gastroenterology, Urology, Others], By Distribution Channel [Online, Offline-Distributor, Manufacturer, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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**Report description:**

Australia Ultrasound Devices Market size was valued at USD 202 million in 2022 which is expected to reach USD 339.87 million in 2030 with a CAGR of 6.72% for the forecast period between 2023 and 2030 driven by increasing demand for advanced medical imaging technologies, augmented healthcare spending, and a growing elderly population requiring more sophisticated diagnostic capabilities. The Australia ultrasound devices market is thriving and fiercely competitive, playing a crucial role in the country's healthcare sector. These sonography machines provide non-invasive imaging solutions for diagnosing and monitoring various medical conditions. Notably, there is a strong emphasis on continuous technological innovations to enhance ultrasound devices' accuracy, image quality, and user-friendliness. Manufacturers are investing in research and development, introducing cutting-edge features like 3D and 4D imaging, elastography, and contrast-enhanced ultrasound, significantly improving diagnostic

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capabilities.

Moreover, the integration of artificial intelligence (AI) and machine learning technologies has revolutionized the market by automating image analysis, reducing operator dependency, and bolstering diagnostic accuracy. Additionally, the rising adoption of handheld and portable ultrasound devices enables point-of-care imaging and facilitates access to remote and underserved areas. As telemedicine gains traction, the demand for tele-ultrasound solutions is also on the rise, presenting exciting new opportunities for market expansion and addressing evolving healthcare needs. These advancements demonstrate a relentless pursuit of innovation to enhance patient care and drive the ultrasound devices market's continuous growth in Australia.

For example, in 2023, See-Mode Technologies, a medical technology firm based in Australia, has obtained regulatory clearances for its artificial intelligence (AI)-driven software, which offers automated analysis and reporting for breast and thyroid ultrasound scans in both Australia and New Zealand.

#### The Shift Towards Tele-Ultrasound

The shift towards tele-ultrasound is a significant trend driving growth in the Australia ultrasound devices market. Tele-ultrasound enables remote care, allowing healthcare professionals to provide ultrasound imaging services to patients who are in remote or underserved areas. This trend has been further augmented by the COVID-19 pandemic which increased the demand for remote care services. The use of portable and handheld ultrasound devices that can be operated remotely has also increased, making it easier for healthcare professionals to perform ultrasounds in non-traditional settings such as patients' homes. The tele-ultrasound segment is expected to grow rapidly, as healthcare providers seek to improve patient access to care while reducing costs. This trend is expected to benefit both established players and new entrants in the ultrasound devices market.

#### Advancements in Technology

Advancements in technology have brought a significant impact on the Australia ultrasound devices market, ushering in a new era of imaging capabilities and applications. Groundbreaking innovations like 3D and 4D ultrasound have transformed diagnostic accuracy, granting healthcare professionals unprecedented insights into intricate anatomical structures and dynamic processes. The integration of artificial intelligence (AI) and machine learning algorithms has been a game-changer, automating image analysis and reducing dependence on operators, thereby expediting diagnoses. AI-powered ultrasound devices exhibit heightened accuracy in detecting abnormalities and play a crucial role in early disease detection.

Furthermore, the evolution of portable and handheld ultrasound devices has expanded point-of-care applications, facilitating swift and convenient imaging in remote and challenging environments. In 2022, Mindray, a renowned medical equipment manufacturer, introduced its TEX20 Series. The TEX20 Series offers advanced imaging capabilities, user-friendly interfaces, and improved workflow, making it a valuable addition to the healthcare industry's diagnostic tools.

#### Growing Applications in Women's Health

Australia's ultrasound devices market has experienced a notable surge in applications within women's health. Ultrasound is pivotal in obstetrics and gynaecology, providing crucial insights during pregnancy monitoring, foetal development assessment, and detecting any potential abnormalities. It is widely utilized in prenatal care to ensure the health and well-being of both mother and baby. Additionally, ultrasound imaging is an integral part in gynaecology for diagnosing conditions like ovarian cysts, fibroids, and assessing reproductive health. In breast imaging, ultrasound aids in the early detection of breast cancer and is often used alongside mammography to improve diagnostic accuracy. As healthcare providers and patients recognize the safety, non-invasiveness, and effectiveness of ultrasound in women's health, the demand for these applications continues to grow, making it an essential component of the Australia ultrasound devices market.

For instance, Vscan Air by GE Healthcare is a revolutionary handheld ultrasound device designed for women's health applications. This portable and wireless device empowers healthcare professionals to conduct non-invasive imaging, providing valuable insights into obstetrics, gynaecology, and breast health. With its advanced capabilities and user-friendly interface, Vscan Air enables quick and accurate diagnostics, enhancing patient care and accessibility in women's healthcare settings.

#### Impact of COVID-19

The pandemic has had a significant impact on the Australia ultrasound devices market. During the early stages of the pandemic, elective procedures were postponed or cancelled, leading to a decline in the demand for non-urgent medical imaging, including ultrasound scans. The temporary closure of healthcare facilities and restrictions on movement further contributed to the market's slowdown. However, as the healthcare system adapted to the challenges posed by the pandemic, there was a gradual recovery in

demand for ultrasound devices, especially in critical applications such as respiratory and cardiac imaging.

The pandemic also accelerated the adoption of telemedicine and remote monitoring, leading to an increased demand for portable and handheld ultrasound devices that could be used in tele-ultrasound consultations. As the pandemic abates and healthcare services normalize, the ultrasound devices market witnessed renewed growth with a focus on innovative and flexible imaging solutions.

#### Impact of Russia-Ukraine War

The Russia-Ukraine war indirectly impacted the Australia ultrasound devices market due to its potential to disrupt global trade and economic stability. The conflict led to fluctuations in currency exchange rates which affected import costs and prices for medical equipments, including ultrasound devices. Additionally, the war escalated and triggered broader geopolitical instability, affected the global supply chain, and potentially caused delays in the production and distribution of ultrasound devices. These disruptions and uncertainties had led to cautious spending and investment decisions by healthcare providers in Australia, impacting the demand for medical equipment, including ultrasound devices. However, the extent of the impact will depend on the duration and severity of the conflict and how the global community responds to stabilize the situation.

#### Key Player Landscape and Outlook

The Australian ultrasound devices market is fiercely competitive, featuring numerous significant players vying for market share by offering various devices for applications such as obstetrics, gynaecology, cardiology, and general imaging. Smaller companies contribute to the market with specialized ultrasound devices, intensifying the competition. This landscape drives continuous technological advancements aimed at enhancing the precision and functionality of ultrasound equipment. The surging demand for portable and handheld ultrasound devices has attracted a wave of new entrants, especially in the tele-ultrasound segment. This dynamic environment ensures constant innovation, benefiting healthcare providers and patients alike, and holds promising opportunities for future growth and excellence in medical imaging.

For example, in 2022, PerkinElmer, Inc. revealed the introduction of the groundbreaking Vega<sup>®</sup> imaging system, signifying an expansion of their in vivo imaging portfolio. The Vega<sup>®</sup> platform represents a pioneering ultrasound technology that merges hands-free automation with high-throughput capability. This innovative combination aims to accelerate non-invasive research and drug development studies encompassing various areas such as cancer, liver and kidney disease, cardiology, and more. As a prominent player in the field, PerkinElmer stands out as a leading provider of preclinical imaging systems, offering multiple modalities across ultrasound, optical, and microCT. Their well-regarded IVIS<sup>®</sup> optical imaging platform has gained widespread adoption in the industry. With the Vega<sup>®</sup> system, PerkinElmer reinforces its commitment to advancing cutting-edge imaging solutions for transformative scientific research and medical development endeavours.

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