# Doppler Ultrasound Market Assessment, By Device Type [Trolley-Based, Handheld], By Application [Radiology, Obstetrics and Gynecology, Cardiology, Others], By End-user [Hospitals, Diagnostic Centers, Academic and Research Institutes, Others], Region, Opportunities and Forecast, 2017-2031F

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**Report description:**

Global Doppler ultrasound market is projected to witness a CAGR of 4.01% during the forecast period 2024-2031, growing from USD 2.01 billion in 2023 to USD 2.75 billion in 2031. The global Doppler ultrasound market is shaped by a combination of key factors, including the increasing demand for minimally invasive procedures, rising incidence of chronic diseases, the effectiveness of the device in diagnosing cardiovascular diseases, increased funding, and integration of ultrasound platform with iOS devices. The market is further influenced by technological advancements that are enhancing the quality, mobility, and user-friendliness of the Doppler ultrasound equipment. These innovations are improving the accuracy of diagnoses and expanding the range of medical specialties where the devices can be used. As a result, the global Doppler ultrasound market is witnessing substantial growth.

There is a noticeable trend in the healthcare industry towards using minimally invasive procedures. This shift towards less invasive methods highlights the importance of non-invasive diagnostic tools like Doppler ultrasonography. The rising prevalence of chronic illnesses, such as cardiovascular ailments, which require early detection and continuous monitoring, is acting as another driving factor behind this trend. Doppler ultrasound is a safe and efficient alternative to more intrusive diagnostic techniques in the diagnosis of cardiovascular disorders because it provides real-time visualization of blood flow.

Furthermore, the global Doppler ultrasound market has undergone a revolution with the integration of ultrasound platforms with iOS devices, providing doctors with the mobility to perform examinations and make well-informed judgments while on the go. The global Doppler ultrasound market is expanding because of this convergence of technology and healthcare requirements, which is indicative of a larger trend towards smarter, more integrated medical diagnostics that meet the needs of contemporary healthcare settings.

In September 2023, EchoNous, a renowned provider of handheld point-of-care ultrasound solutions, announced a significant breakthrough in its medical imaging technology. The Kosmos system, which is widely recognized for its outstanding ultrasound performance and state-of-the-art artificial intelligence (AI) solutions, is now available on compatible iOS tablets. This development aims to provide healthcare professionals with enhanced accessibility and versatility while performing ultrasound scans.

Increased Funding

Increased funding is one of the primary factors that drives the growth of the global Doppler ultrasound market. This financial support enables research and development initiatives, leading to technical advancements that expand the range of applications and enhance the functionality of these devices. Moreover, funding also helps introduce new items to the global Doppler ultrasound market and make Doppler ultrasound technologies available in underserved areas. The financial support also helps boost production capacities, reducing the cost and increasing the accessibility of these devices. Governments, private investors, and healthcare institutions are the key drivers of market expansion as they continue to recognize the potential of Doppler ultrasonography in improving patient care and diagnostic accuracy.

For instance, in January 2024, the National Institutes of Health, which is the primary agency of the United States government responsible for biomedical and public health research, granted USD 426,000 to a biomedical engineer at Kennesaw State University. The grant was provided to develop a low-cost device that can predict the risk of a stroke in children with sickle cell disease. The device uses light to monitor blood flow to the brain.

Advancements in Technology

The global Doppler ultrasound market is experiencing rapid growth, owing to recent technological advancements. The quality of imaging has immensely improved due to the latest ultrasonography technology, allowing sharper and more detailed images of internal tissues and blood flow. These developments have also expanded Doppler ultrasound's diagnostic potential, making it essential for various medical applications, such as obstetrics and cardiology. Moreover, portable and handheld technology has made diagnostic services more accessible and convenient, even in remote areas. These technological advancements not only enhance patient care but also create new opportunities for industry expansion by meeting changing healthcare needs.

In March 2023, El Camino Health made history by becoming the first health system to adopt FloPatch, a novel technology that monitors blood flow in real time. Developed by Flosonics Medical, FloPatch is the world's first wireless, wearable Doppler ultrasound system that aids clinicians in managing intravenous (IV) fluid therapy earlier in the sepsis care pathway, leading to better outcomes for patients.

Growing Demand for Handheld Devices

The market is experiencing a surge in demand for handheld Doppler ultrasound devices due to the growing need for efficient, flexible, and portable healthcare diagnostics. These handheld devices are small and lightweight, making them easy to carry and use in a variety of locations, including fieldwork, clinics, and hospitals. They are simple to operate, allowing for quick assessments and decision-making, which is particularly useful for point-of-care diagnostics. This flexibility is crucial for delivering care in underserved or remote areas where large ultrasound equipment is not practical, as well as in emergencies. The increasing popularity of these devices reflects a broader trend towards healthcare solutions that are more accessible and patient centered.

In July 2023, Konica Minolta, a multinational technology company based in Japan, released a new handheld ultrasound device called PocketPro H2. This wireless ultrasound unit is optimized for musculoskeletal assessment, needle guidance, and vascular access, and is specifically designed for point-of-care applications. According to reports, the device offers 90 minutes of high-quality continuous scanning.

Use of Doppler Ultrasound for Urology and Colorectal Procedures

The global market for Doppler ultrasound is primarily driven by its increasing use in urology and colorectal procedures. These medical fields rely heavily on Doppler ultrasound instruments for the diagnosis and monitoring of various diseases, including blood flow and blockages in the pelvic and urinary tract. The technology's ability to provide real-time images of organs, tissues, and arteries, as well as functional data, allows for accurate diagnosis, treatment planning, and monitoring of therapeutic outcomes. The demand for Doppler ultrasound technology is growing due to its non-invasive, safe, and effective diagnostic method, making it an essential tool in various medical specialties, and leading to the expansion of the global Doppler ultrasound market.

In April 2023, GE Healthcare announced the release of its bkActiv system, which is used to guide urology, colorectal, and pelvic floor procedures. The flagship intraoperative ultrasound imaging system was developed by BK Medical, a subsidiary of GE

Healthcare. bkActiv is designed to provide high-performance ultrasound guidance with a simplified and intuitive user experience for surgeons.

North America Dominates the Market

North America is currently dominating the global Doppler ultrasound market due to several significant factors. One of the primary reasons for this is the advanced healthcare infrastructure, which is supported by cutting-edge medical technologies and significant investments in research and development. This has led to increased innovation in ultrasound diagnostics, making it more accessible to patients. Furthermore, the prevalence of chronic diseases, such as cardiovascular disorders, and the growing demand for minimally invasive diagnostic procedures are contributing to the widespread use of Doppler ultrasound devices. In addition, favorable government policies and increased healthcare expenditure are also supporting the market growth. All these factors combined have placed North America at the forefront of the global Doppler ultrasound market.

In February 2023, Mindray Medical, a top provider of medical devices and solutions worldwide, launched TE Air in the United States. TE Air is the first-ever wireless, app-based portable ultrasound device developed by Mindray Medical, a Chinese medical device company. The device is designed to fulfill higher clinical requirements, especially in emergency and critical care, across various medical settings.

Future Market Scenario (2024 – 2031F)

- It is anticipated that the development of Doppler ultrasound technology will continue to improve imaging quality, ease of use, and portability. The incorporation of artificial intelligence (AI) and machine learning (ML) for improved diagnostics and image analysis is expected to have a significant impact on the growth of the global Doppler ultrasound market.
- As healthcare systems continue to improve in developing countries, there is an expected increase in demand for advanced medical imaging equipment, particularly Doppler ultrasounds, in the global Doppler ultrasound market. This rise in demand can be attributed to the growing recognition of the advantages of early diagnosis, higher healthcare expenditure, and the increasing prevalence of chronic diseases, such as cardiovascular diseases and diabetes, which necessitate constant monitoring.
- Doppler ultrasound technology is commonly used for assessing blood flow in blood vessels and monitoring the health of a foetus in the womb. However, it has the potential to be applied to more specialized areas such as detecting cancer, assessing musculoskeletal conditions, and managing chronic diseases in the future. This expansion of applications could lead to growth in the global Doppler ultrasound market.
- Changes in healthcare policies, insurance coverage, and regulatory standards can significantly impact the Doppler ultrasound market. Increased emphasis on cost-effective and non-invasive diagnostic methods by healthcare providers and payers could favor the growth of global Doppler ultrasound market.

Key Players Landscape and Outlook

Many major companies in the global Doppler ultrasound market are increasingly collaborating with other companies, as this strategic move is considered pivotal for market expansion and innovation. By partnering with one another, these companies can leverage the strengths of each other, such as combining technological expertise and extensive distribution networks, to enhance product development and market reach. Such partnerships often lead to the creation of more advanced and user-friendly ultrasound devices, which meet the evolving needs of healthcare providers and patients alike. Moreover, by joining forces, companies can efficiently enter new markets and segments, share research and development costs, and accelerate the commercialization of new technologies. This collaborative approach is crucial for sustaining competitiveness and driving growth in the rapidly evolving global Doppler ultrasound market.

In August 2023, Blackford, a pioneering strategic imaging AI platform and solutions provider, announced its partnership with Ligence Medical AI Solutions. This partnership aims to make Ligence Heart available on the Blackford Platform. It enables clinicians to analyze transthoracic echocardiography while using AI. Ligence Heart is a fully integrated echocardiography analysis suite that is web-based. It allows clinicians to perform detailed automatic analysis of echocardiographic images within moments of taking them.

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