

**United States Digital X-ray Market Assessment, By Product [Stationary Digital Radiology System, Portable Digital Radiology System], By Technology [Direct Digital Radiology, Computed Digital Radiology], By Application [Cardiovascular Imaging, Chest Imaging, Dental Imaging, Digital Mammography, Orthopedic Imaging, Others], By End-user [Hospitals, Diagnostic Imaging Centers, Others], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

United States digital X-ray market is expected to grow at a CAGR of 7.40% from 2024 to 2031, increasing from USD 5.12 billion in 2023 to USD 9.06 billion by 2031. The growth in the United States digital X-ray market is driven by substantial government investments aimed at upgrading healthcare infrastructure in the country, and the adoption of artificial intelligence in radiography. Additionally, increased awareness among healthcare providers about the advantages of digital X-rays over traditional methods is boosting market demand. The rising incidences of chronic diseases further increases the need for frequent diagnostic imaging. The market for digital X-ray systems in the United States is witnessing rapid growth for many reasons. The advanced medical facilities in the United States attract millions of patients every year. This infusion largely contributes to using advanced technologies, such as digital X-rays. Digital radiography is a modern X-ray technique that utilizes digital sensors instead of film. It rapidly converts captured images into digital format and makes them available for review within a few seconds. The insurance and government policies in the United States are said to be the best in the world. Therefore, people look forward to the best healthcare facilities available in the region.

General macroeconomic factors also drive the growth of the digital X-ray market in the United States. The country's economy, with considerable gross domestic product and high revenue, is strong enough to contribute toward high investments in healthcare

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infrastructures. Advanced medical technologies are increasingly being adopted everywhere with wide-ranging initiatives led by governments, reform in healthcare, and better access to modern diagnostic tools to keep up with the adaptation of hospitals and clinics.

For instance, in August 2024, DocGo, Inc., a mobile health services company, introduced a revolutionary mobile X-ray program in partnership with MinXray, Inc. in New York, United States. This mobile X-ray program aimed to deliver quick and accessible chest X-rays to identify active TB infections. The mobile units used MinXray's innovative, ultra-portable, battery-powered X-ray system. The system rapidly scans the X-ray images using AI technology and flags up potential cases for review by a board-certified radiologist in real-time. An approach such as this underlines the growing importance and influence of advanced medical imaging technology in tackling public health concerns and will drive growth in the market. Such initiatives are expected to create a favorable environment for the growth of digital X-ray technology in the United States.

Supportive government policies, a strong economy, and technological advancements are driving forces behind the digital X-ray market expansion in the United States. However, hospitals with a limited number of well-trained professionals are not in an easy position to shift from traditional imaging systems to digital X-ray technology. This can restrain the market growth of the digital X-ray in the United States.

#### Prevalence of Chronic Diseases Influencing United States Digital X-ray Market

An increase in chronic diseases is considered a major growth driver for the digital X-ray market in the United States.

Cardiovascular disease ranks among the top chronic diseases in the United States. Millions suffer from chronic respiratory diseases such as COPD and asthma, thereby requiring a higher degree of diagnostic imaging. Therefore, to prevent such scenarios, superior imaging technologies, faster speed, and high-quality imaging technologies are required for management. In the case of cardiovascular diseases, digital X-rays allow the examination and monitoring of structural heart anomalies and disease evolution. In chronic chest diseases, such as lung infections or tumors, clear, detailed images that are often the only acceptable standards for accurate diagnosis and treatment planning are achieved with digital X-rays.

For instance, in November 2023, at RSNA 2023, Koninklijke Philips N.V. unveiled Philips Radiography 7000 M and Philips Radiography 7300 C, novel medical imaging innovations aimed at meeting the market's rising demands for advanced diagnostic equipment. Philips Radiography 7000 M falls in the premium mobile radiography system category, while Philips Radiography 7300 C is a high-end digital radiography solution. These systems are extremely useful in managing chronic diseases, including cardiovascular and respiratory diseases. Since they deliver high-resolution, high-speed images, it is possible to diagnose these conditions more accurately than ever before, thus making them easier to treat.

#### Technological Advancements in Medical Imaging

Technological advancements are prominently driving the digital X-ray market in the United States. Koninklijke Philips N.V., Siemens Healthineers AG, and GE HealthCare Technologies Inc. drive technological state-of-the-art digital X-ray solutions to improve diagnostic capability. They are integrating AI in radiography and imaging systems, making them more adaptable. It enables automated image analysis for faster and more accurate diagnostics. Another factor that makes the use of digital X-ray methodologies popular is its cost-effectiveness. Digital X-rays offer long-term savings when compared to X-ray systems. With fewer films and processing costs involved, there is also less demand for maintenance, which, in turn, saves on all the repair and purchase of new parts. Digital X-rays are becoming popular among health facilities, hospitals, and clinics due to their economic appeal. Secondly, digital X-rays ensure comfort and safety in the patients as well as with minimal exposure to radiation while displaying quality images. These facts make digital X-rays so favored among health providers and patients.

For instance, in November 2023, Carestream Health Inc. (Carestream) launched the HORIZON X-ray system, an affordable, high-quality imaging solution that promotes excellent clinical outcomes and productivity, targeting small and mid-size imaging centers, orthopedic clinics, urgent care facilities, and hospitals. It is a compact, floor-mounted design and is considered Carestream's economically affordable option. It also supports an upgrade to digital imaging, which is in harmony with changing needs in radiology. Featuring a floating tabletop for fast positioning and accommodating flexible use, along with a simple installation process, the HORIZON system provides reliability and efficiency while lowering the total cost of imaging.

#### Mobile Imaging Device Segment to Register High Growth in the United States Digital X-ray Market

The mobile digital X-ray segment is expected to register significant growth in the United States digital X-ray market. The increased adoption of mobile imaging devices is due to the substantial benefits that can be presented to patient care. Healthcare

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professionals can have access to images directly at the patient's bedside. This is probably much quicker and easier than moving the patient to a separate room to have imaging done on them. This streamlined process decreases both the physical burden for patients and the time taken for imaging. Ultimately, this can improve overall patient care. The broader application of mobile X-ray systems is also based on an industry trend of advancing and innovating such technologies.

For example, in July 2023, Shimadzu Corporation launched the Dynamic Digital Radiography (DDR) function in the k model of MobileDaRt Evolution MX8. Advanced X-ray technology produces a series of digital images through pulsed X-rays, allowing for dynamic imaging from changes in lung shapes during breathing. The DDR images could be directly evaluated on the mobile unit's big monitor, facilitating quick assessment and treatment. This system affords bedside and emergency room radiography with intuitive maneuverability and on-the-spot image verification. These modern systems are designed to improve the pace and precision of diagnostic imaging and, therefore, support better patient management. Many endowing and mainly favorable aspects have led to the fact that mobile imaging devices are highly acknowledged for their importance in the delivery of time-effective and effective care, thus moving them as an essential constituent part of modern healthcare facilities.

#### Future Market Scenario (2024-2031F)

A significant advancement in digital X-rays in the United States will drive future market growth. These advancements include further incorporation of artificial intelligence into the system for enhanced image analysis and interpretation through faster, more accurate diagnoses. Compact and portable systems will make the technology more accessible and convenient, especially for emergency and remote situations. Enhanced connectivity and integration with electronic health records will streamline workflows and patient management. Better image quality and lower doses of radiation will improve safety and patient care. The developments can further continue the expansion and streamlining of digital X-ray technologies.

For instance, in July 2022, Konica Minolta, Inc. launched its latest Dynamic Digital Radiography (DDR) technology on the mKDR Xpress Mobile X-ray System featuring a Glassless High-Definition Detector. This technology will allow the visualization of anatomy in motion, enhancing diagnosis and management of pulmonary diseases and orthopedic disorders. This advancement provides up to 40 seconds of dynamic imaging, marking a significant step forward in mobile X-ray capability and underlines the constant expansion and innovation in the digital X-ray market throughout the United States.

#### Key Players Landscape and Outlook

Key players in the digital X-ray market in the United States are focusing on a range of strategies to enhance their market presence. These include forming partnerships, expanding its imaging unit into the region, launching innovative products, securing government approvals, and engaging in strategic collaborations. These approaches collectively drive growth and strengthen their position in the industry.

In January 2024, Samsung Electronics Co., Ltd. partnered with Lunit Inc. to advance AI-driven chest screenings with assistance from Boston Imaging (a subsidiary of Samsung Electronics, Co. Ltd.), the digital radiography and ultrasound division of Samsung in the United States. Lunit Inc. has developed AI-based diagnostic tools for cancer. It has Insight CXR and Insight CXR Triage products, which will be combined with Samsung's computer-aided detection AI. This partnership will expedite chest screenings and make them more accurate, where appropriate interventions can be done early on patients for better results if images considered suspicious are correctly placed.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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