

South Africa Magnetic Resonance Imaging (MRI) Systems Market Assessment, By Field Strength [Low, Medium, High, Ultra-High], By Design [Open MRI, Traditional MRI, Wide Bore MRI], By Application [Cardiology, Oncology, Neurology, Musculoskeletal, Orthopedic, Gastroenterology, Others], By End-user [Hospitals, Diagnostic and Imaging Centers, Ambulatory Surgical Centers, Others], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

South Africa magnetic resonance imaging (MRI) systems market is projected to witness a CAGR of 1.56% during the forecast period 2024-2031, growing from USD 11.10 million in 2023 to USD 12.56 million in 2031. Rising public health initiatives by the government as well as non-governmental organizations (NGOs) coupled with increasing efforts to improve healthcare access in rural and underserved areas are the market factors creating opportunities for the global MRI system providers to expand their presence in South Africa.

The market for MRI equipment in South Africa expected to hold promising opportunities due to rising healthcare expenditure and a rise in the prevalence of chronic illnesses, especially cancer. The quest for early and accurate diagnosis combined with increased awareness drives the use of sophisticated MRI technology. Healthcare facilities are prioritizing modern MRI equipment in an effort to enhance patient outcomes and diagnostic accuracy. The healthcare industry is expanding at a faster rate because of government programs and private sector investments made in infrastructure. Such developments, combined with the need for comprehensive diagnostic solutions, are fostering a robust growth environment for the MRI systems market in South Africa, positioning it as a key player in the region's evolving healthcare landscape.

For example, FUJIFILM Holdings Corporation is committed to raising people's quality of life in South Africa and across the African

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continent by offering medical solutions. FUJIFILM Holdings Corporation, in South Africa, has been working with charitable organizations to support campaigns such as Pink Ribbon, which raises money and provides education to raise awareness of breast cancer and its treatment. The goal of Pink Ribbon is to educate the public about the importance of early diagnosis in lowering the risk of disease. The program is funded by the Japanese government, with Fujifilm South Africa serving as a major player. Such initiatives help propel the MRI market in the South African region.

Increasing Prevalence of Chronic Disorders Drive Market Growth

The medical imaging environment in South Africa is undergoing a radical change as a result of the rising prevalence of chronic non-communicable diseases, such as cancer, neurological disorders, and cardiovascular diseases. MRI imaging helps identify cancer early, which enables early treatment and better results. The increase in demand serves as a reminder of the vital function that medical imaging plays in contemporary healthcare and the opportunities and chances for investment and innovation in the diagnostic imaging industry in South Africa. For example, according to a World Health Organization (WHO) report on South Africa, published in August 2023, both non-communicable and communicable diseases are highly prevalent in South Africa, where they accounted for 51% of all fatalities in 2019. In 2021, 5.5 million South Africans were undergoing antiretroviral medication. The country has made progress towards meeting the HIV targets, with 94-79-91 in 2021, out of 95-95-95.

Developing Technologies Propel Market Growth

The need for medical imaging devices in South Africa is being driven primarily by technological breakthroughs, which are revolutionizing the delivery of healthcare as well as patient outcomes around the region. Technological advancements like digital radiography, three-dimensional imaging, and portable ultrasound equipment are transforming the diagnostic landscape and empowering medical professionals to provide more precise and effective care. Furthermore, it is anticipated that the medical imaging market in South Africa, which is experiencing a radiologists' scarcity, would be driven by the integration of artificial intelligence (AI) and machine learning (ML) in radiology. There is a rising emphasis on automated image interpretation and decision support systems as more and more enterprises focus on artificial intelligence and machine learning analysis for radiology. These technologies have the potential to alleviate some of the issues brought on by the lack of radiologists by improving diagnostic accuracy, cutting down on interpretation times, and optimizing resource use. The diagnostic imaging market is expected to increase significantly as Africa adopts these technology advancements, opening the door to improve healthcare outcomes and access. For example, in February 2023, Shanghai United Imaging Healthcare Co., Ltd. stated at the Arab Health Conference 2023 that it had signed many deals for the PET/MRI uPMR 790 and the uAiFI-powered 1.5T Wide Bore MRI System across the Middle East and Africa, including South Africa. This reflects the introduction of newly developed technology in South Africa, which not only enhances the quality of diagnostic imaging but also propels market growth in the region.

Rising Awareness and Accessibility of MRI Modalities Boost Market Growth

The growing awareness of the benefits of early diagnosis and diagnostic imaging therapies among patients and healthcare professionals is one of the key reasons driving the demand for diagnostic imaging services. This increased awareness leads to better utilization of imaging technologies for precise disease diagnosis and effective treatment planning. As more patients and healthcare professionals understand the value of early identification in improving treatment outcomes and patient prognosis, proactive healthcare practices are becoming increasingly widespread. The demand for these services is rising as more people become aware of how diagnostic imaging may enable early intervention and customized treatment programs. As a result, advanced imaging technologies are adopted, raising the bar for healthcare delivery in South Africa. For example, in March 2024, Agfa-Gevaert NV (Agfa) declared that AXIM (pty) Ltd (AXIM) had been added to their partner network. This strategic alliance aims to improve the availability and operations of the Agfa Enterprise Imaging Platform in South Africa. AXIM provides a range of solutions for cancer, nuclear medicine, radiology, and laboratories. Its primary area of competence is radiology solutions, where it serves as a one-stop shop for everything imaging-related, from supplies and tools to design and construction.

Oncology Segment Dominates Magnetic Resonance Imaging Market

The rising incidence of cancer in South Africa has significantly boosted the growth of the MRI systems market. As cancer rates increase, there is a growing demand for advanced diagnostic tools capable of early and accurate detection. MRI systems are crucial in diagnosing and monitoring various types of cancer, offering detailed imaging that aids in effective treatment planning. This heightened need has driven healthcare providers to invest in cutting-edge MRI technology to improve patient outcomes and streamline diagnostic processes. Additionally, the South African government and private sector have been investing in healthcare

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infrastructure, further fueling the adoption of MRI systems. The integration of advanced MRI technology into clinical practice not only enhances diagnostic accuracy but also supports the development of personalized treatment plans, making it a pivotal component in the fight against cancer and contributing to the market's robust expansion. For example, a study published by the Global Cancer Observatory estimated that 111,321 new cancer cases were diagnosed in 2022 and reported in South Africa, whereas cancer cases by 2027 are estimated to be about 282,418.

Future Market Scenario (2024-2031F)

The main factors contributing to the anticipated growth of the South Africa MRI systems market are the rising numbers of chronic ailments, increasing prevalence of diseases, and thus, the rising requirement to conduct diagnostic tests. However, the growing need for precision medicine to maintain a healthy population is also going to fuel market growth in the future. Given that technology is advancing, cutting-edge technology in the area is expected. Players in this market are expanding at an unparalleled rate, introducing cost-effective and efficient technologies. Government policies and policies made by welfare bodies are also greatly fueling the market expansion. For instance, in June 2023, a major initiative led by medical distributor Uni Medical Supplies (Pty)Ltd. and FUJIFILM Holdings Corporation (Fujifilm), aimed to enhance general healthcare throughout the country was held in Namibia. At the Mercure Hotel in Windhoek, Fujifilm's cutting-edge Synapse RIS and PACS platforms were officially put into service. Hospitals can be assured of effective handling of radiological examination data due to Fujifilm's Synapse RIS/PACS solution. The RIS platform facilitates the radiology appointment scheduling and reporting process.

Key Players Landscape and Outlook

Global market players are complying with new strategic initiatives regarding the launches of newly developed magnetic resonance imaging techniques, to help researchers, and to strengthen their presence in the market. New product launches, agreements based on contracts, acquisitions and mergers, investments and partnerships are a few ways through which they are trying to achieve the same.

For example, GE HealthCare Technologies Inc. and the Radiology Society of South Africa (RSSA) collaborated to launch the RSSA/GE cardiac imaging course in May 2023. Two international radiology experts and regional experts collaborated on this project to offer radiologists in South Africa a cardiac imaging training course which is rarely available. Working on the newest state-of-the-art GE HealthCare Technologies Inc. machinery, participants in both courses were able to accrue CPD (continuing professional development) credits via Stellenbosch University. Course materials included case studies, group discussions, shared learning, and didactic lectures.

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