United States Contrast Enhanced Ultrasound Market Assessment, By Product [Equipment, Contrast Agents, Software and Services], By Application [Diagnostic Applications, Therapeutic Applications], By End-user [Hospitals and Surgical Centers, Diagnostic Imaging Centers, Ambulatory Surgery Center, Others], Opportunities and Forecast, 2018-2032F

Market Report | 2025-06-16 | 136 pages | Market Xcel - Markets and Data

AVAILABLE LICENSES:

- Single User License $3500.00
- Muti-User/Corporate Licence $4700.00
- Custom Research License $7200.00

Report description:

United States contrast enhanced ultrasound (CEUS) market is projected to witness a CAGR of 6.04% during the forecast period 2025-2032, growing from USD 683.05 million in 2024 to USD 1092.24 million in 2032. The United States CEUS market is growing due to its safety advantage over traditional imaging methods, expanding clinical use in liver and oncology diagnostics, and increasing FDA support for new agents and applications. Technological improvements in ultrasound devices further enhance image quality and diagnostic capabilities. Together, these factors are propelling CEUS adoption across a wide range of healthcare settings.

For instance, ultrasound, when utilized by a skilled imaging professional, stands out as one of the most adaptable and readily available diagnostic imaging techniques. However, as the number of patients continues to rise, healthcare providers encounter a considerable challenge in fulfilling this demand. There is a scarcity of seasoned imaging professionals, compounded by high burnout rates among current staff and extended training periods for newcomers. The recent launch of the Elevate software for Philips' EPIQ Elite and Affiniti ultrasound imaging systems aims to tackle the increasing necessity for expedited workflows and enhanced diagnostic efficiency.

Rising Demand for Radiation-Free Imaging Modalities

The growing preference for safer diagnostic techniques is propelling the demand for contrast-enhanced ultrasound (CEUS) in the United States market. Unlike traditional imaging technologies such as CT or MRI, CEUS uses microbubble contrast agents that do not involve ionizing radiation, making it particularly suitable for pediatric, pregnant, and renal-impaired patients. With increasing

awareness of radiation-associated health risks and the cumulative effects of repeated imaging, healthcare providers are actively shifting toward CEUS as a first-line or follow-up imaging method. Moreover, the clinical versatility of CEUS, including applications in liver, kidney, cardiac, and vascular imaging, has expanded its adoption in hospitals and diagnostic centers. The integration of CEUS into routine diagnostic protocols by radiologists and sonographers is accelerating this trend. Additionally, CEUS provides real-time imaging with higher resolution and fewer artifacts, making it ideal for dynamic assessments.

Technological Advancements and Product Development Driving CEUS Adoption

The United States CEUS market is significantly bolstered by continuous technological innovation and supportive regulatory pathways that are facilitating the approval of new contrast agents and advanced ultrasound equipment. Leading medical imaging companies invest heavily in developing high-performance ultrasound systems with better resolution, real-time imaging, and AI-powered software that enhance CEUS capabilities. The evolution of microbubble contrast agents tailored for specific organs and disease types expands CEUS applications in oncology, cardiology, and hepatology. Furthermore, the streamlined regulatory framework from the FDA has encouraged manufacturers to introduce new CEUS-compatible systems and indications. These advancements increase diagnostic accuracy and help in patient management by improving lesion detection, staging, and monitoring. The shift toward point-of-care ultrasound is also creating demand for portable CEUS systems. For instance, Philips has introduced the Microvascular Imaging Super Resolution Contrast-Enhanced Ultrasound (CEUS) application as an alternative to IV iodinated contrast media for evaluating blood flow to and from malignant lesions. This innovative application was recently presented at the International Bubble Conference held in Chicago. Understanding that some patients may experience tolerability issues with iodinated contrast media, Philips highlighted that the new CEUS application, which is compatible with the Philips EPIQ Elite ultrasound device, employs micro-bubble contrast media made from an inert gas that is naturally exhaled. According to Philips, this technology provides a substantial enhancement in spatial resolution.

Growing Regulatory Support and Market Approvals for CEUS Agents and Equipment

Regulatory backing and streamlined approvals are playing a pivotal role in the expansion of CEUS in the United States. The Food and Drug Administration (FDA) has increasingly supported the use of ultrasound contrast agents by broadening their indications, encouraging manufacturers to invest more in product development. With the increasing number of FDA-cleared CEUS agents, providers are more willing to adopt CEUS for a wider range of diagnostic and therapeutic applications. This growing support fosters innovation in contrast agent formulations and ultrasound system compatibility, enabling more versatile use across clinical settings. In addition, reimbursement policies have also become more favorable, making CEUS a more viable economic choice for institutions. With these positive shifts in the regulatory landscape, more companies are entering the CEUS segment, increasing competition and enhancing access. Bayer has announced that the U.S. Food and Drug Administration (FDA) has approved Ultravist (iopromide)-300 and -370, its iodine-based contrast agent, for use in contrast-enhanced mammography (CEM). This makes it the sole contrast agent authorized for this purpose. The product is intended to assist in visualizing known or suspected breast lesions in adults, complementing mammography and/or ultrasound. CEM is an innovative technique that integrates digital mammography with the use of a contrast agent like Ultravist to enhance the detection of breast lesions.

Future Market Scenario (2025-2032F)

The United States Contrast Enhanced Ultrasound (CEUS) market is poised for strong growth, driven by rising demand for safer, cost-effective imaging alternatives and increasing applications in liver, cardiac, and oncology diagnostics. As healthcare providers shift toward non-ionizing imaging techniques, CEUS is expected to witness broader clinical adoption across hospitals, outpatient centers, and ambulatory surgical units. Continued advancements in ultrasound systems and contrast agents, coupled with expanding FDA-approved indications, are likely to fuel innovation and investment in this space. Moreover, increasing awareness of CEUS benefits among clinicians, favorable reimbursement policies, and growing use in pediatric and renal-impaired populations will reinforce market expansion. The market is expected to register steady double-digit growth over the next few years.

Key Players Landscape and Outlook

The key players in the market are significantly investing in the development of contrast enhanced ultrasound and are utilizing strategies such as mergers, acquisitions, partnerships, and new product launches to improve their services and competitiveness. Such efforts will propel significant growth in the market, allowing large-cap industry players to increase their presence and, therefore, find new opportunities in this market.

Bracco Imaging S.p.A., a subsidiary of the Bracco Group, which is recognized as a global leader in diagnostic imaging solutions,

has announced a strategic partnership with BURL Concepts, Inc., a prominent manufacturer of portable, battery-operated ultrasound devices designed for non-invasive and transcranial stroke diagnosis. This collaboration aims to create new avenues for enhancing the diagnosis and treatment of stroke patients. As part of this exclusive agreement, Bracco will produce a microbubble solution intended for use with BURL Concepts' innovative SONAS device. This portable, battery-powered ultrasound system is essential for the non-invasive evaluation of cerebral blood perfusion and plays a critical role in various medical diagnostic and monitoring applications, particularly in the assessment of ischemic strokes.

Table of Contents:

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

United States Contrast Enhanced Ultrasound Market Assessment, By Product [Equipment, Contrast Agents, Software and Services], By Application [Diagnostic Applications, Therapeutic Applications], By End-user [Hospitals and Surgical Centers, Diagnostic Imaging Centers, Ambulatory Surgery Center, Others], Opportunities and Forecast, 2018-2032F

Market Report | 2025-06-16 | 136 pages | Market Xcel - Markets and Data

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$3500.00
	Muti-User/Corporate Licence	$4700.00
	Custom Research License	$7200.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	

Address*		City*	
Zip Code*		Country*	
		Date	2025-06-26
		Signature	