

Handheld Ultrasound Devices Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)
Industry: Medical Devices & Equipment
URL: <https://www.mordorintelligence.com/industry-reports/handheld-ultrasound-devices-market>

Handheld Ultrasound Devices Market Size and Share Study Period | 2019 - 2030 |
Market Size (2025) | USD 533.56 Million |
Market Size (2030) | USD 701.94 Million |
CAGR (2025 - 2030) | 5.64% |
Fastest Growing Market | Asia Pacific |
Largest Market | Americas |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Handheld Ultrasound Devices Market Analysis by Mordor IntelligenceThe Handheld Ultrasound Devices Market size is estimated at USD 533.56 million in 2025, and is expected to reach USD 701.94 million by 2030, at a CAGR of 5.64% during the forecast period (2025-2030).

Handheld ultrasound devices are portable medical instruments that generate real-time images of internal body structures using ultrasound waves. The market growth is driven by the increasing adoption of Point-of-Care Ultrasound (POCUS) diagnostics, expanding use in emergency and remote healthcare settings, and lower costs of handheld devices compared to conventional ultrasound systems.

Handheld ultrasound devices are revolutionizing the medical imaging industry by offering portability, ease of use, and accessibility across various healthcare settings. These devices are increasingly being adopted due to their ability to provide real-time imaging and diagnostics in diverse environments. For instance, in September 2024, GE Healthcare introduced its enhanced Venue ultrasound systems, featuring the innovative Venue Sprint. The Venue Sprint, a newly launched ultrasound device, boasts maximum portability. It seamlessly integrates the robust and familiar Venue software with AI-driven tools, ensuring uncompromised image quality. Additionally, it features a wireless probe capability akin to the Vscan Air handheld ultrasound systems. Thus, as the demand for handheld ultrasound devices continues to grow, innovations like the Venue Sprint are expected to play a pivotal role in enhancing diagnostic capabilities and improving patient outcomes across healthcare sectors.

Moreover, training healthcare professionals enables wider adoption of handheld ultrasound devices across medical specialties, improves diagnostic accuracy, and leads to better patient outcomes. For instance, in February 2025, All India Institute of Medical Sciences (AIIMS) Bhopal organized a workshop on Point-of-Care Ultrasound (POCUS) for trauma and emergency care. The workshop focused on simulation-based learning and case studies, with experienced medical educators maintaining a high faculty-to-participant ratio to enhance diagnostic speed and accuracy. Such initiatives are expected to further drive the adoption of handheld ultrasound devices over the forecasted period.

Furthermore, partnerships between medical device technology companies and healthcare service providers are improving the accessibility of handheld ultrasound devices. These collaborations enhance distribution networks, lower costs, and provide expanded training opportunities. For instance, in February 2025, AISAP collaborated with Miami-based Amavita Heart and Vascular Health to launch its AI-powered AISAP CARDIO POCUS software platform. This initiative represents the platform's first implementation outside hospital settings, targeting underserved communities.

ities in South Florida. Thus, the introduction of such innovative solutions underscores the growing potential of handheld ultrasound devices in transforming healthcare delivery.

Thus due to above mentioned factors such as technological advancement, partnership between key players, and training workshops, the market is expected to grow over the forecasted period. However, battery life constraints, imaging quality limitations, data security concerns, integration challenges with existing healthcare systems, poor internet connectivity, and shortage of skilled operators are expected to restrict market growth during the forecast period.

Global Handheld Ultrasound Devices Market Trends and Insights
Wireless Segment is Expected to Witness Significant Growth Over the Forecast Period
The wireless segment is anticipated to grow significantly over the forecasted period owing to technological advancements, regulatory approval of new technologies, the launch of new products, and the growing prevalence of chronic diseases.

Wireless handheld ultrasound devices connect to mobile devices via Wi-Fi or Bluetooth and offer enhanced mobility and usability, particularly in point-of-care, emergency, and remote healthcare environments. The launch of advanced products is likely to contribute to the segment growth. For example, in July 2023, Konica Minolta Healthcare Americas, Inc. introduced PocketPro H2, a wireless handheld ultrasound device developed for general imaging in point-of-care applications. This system is optimized explicitly for musculoskeletal (MSK) imaging, pain management, vascular access, and needle guidance. Its ergonomic and lightweight design aligns with the evolving demands of contemporary point-of-care practitioners. Hence, the technological advancements are likely to strengthen the segment development over the forecasted period.

Furthermore, MedTech companies are crucial in developing advanced software solutions that integrate seamlessly with existing wireless handheld ultrasound devices. For instance, in October 2024, HeartFocus, in collaboration with Butterfly Network, Inc., introduced the HeartFocus Education app. This innovative application enables healthcare practitioners to achieve proficiency in 10 essential cardiac views with accuracy by leveraging personalized, self-paced, AI-powered learning. Such development of training and simulation software that helps healthcare providers efficiently adapt to new devices is expected to foster increased adoption of wireless handheld ultrasound devices over the forecasted period.

Furthermore, the regulatory approval of emerging technologies encourages healthcare providers, including hospitals, clinics, and telemedicine services, to integrate these technologies into their daily operations. These approvals enhance the credibility of innovations, leading to increased adoption and faster commercialization of wireless handheld ultrasound devices in the market. For instance, in April 2023, Butterfly Network, Inc. announced it had received 510(k) clearance for its advanced AI-powered Auto B-line Counter. This technology aims to simplify the evaluation of adults with suspected lung function impairments, enabling healthcare professionals to make prompt and informed treatment decisions at the point of care. These developments are expected to expand the adoption of wireless handheld ultrasound devices further, addressing the growing demand for portable and efficient diagnostic solutions across various healthcare applications.

Hence, due to the factors mentioned above such as technological advancement, new products launches, and regulatory approval of new devices, the wireless segment is expected to witness significant growth in the coming years.

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North America is Expected to Dominate the Handheld Ultrasound Devices Market Over the Forecast Period. North America is expected to maintain the largest market share during the forecast period due to new product launches, increasing cases of chronic diseases, wider adoption of telemedicine and remote healthcare services, and higher healthcare spending.

The increasing prevalence of chronic conditions such as cardiovascular diseases, diabetes, and kidney disorders is driving the demand for early diagnosis, continuous monitoring, and point-of-care imaging. For instance, in June 2024, the American Heart Association released a report forecasting a significant rise in the prevalence of hypertension, from 51.2% in 2020 to 61.0% by 2050. The report also projects an increase in diabetes prevalence from 16.3% to 26.8% and obesity rates from 43.1% to 60.6% over the same period. Furthermore, the study highlights an anticipated growth in various cardiovascular conditions, including coronary disease (from 7.8% to 9.2%), heart failure (2.7% to 3.8%), stroke (3.9% to 6.4%), atrial fibrillation (1.7% to 2.4%), and total cardiovascular disease (11.3% to 15.0%). The rising prevalence of these chronic and cardiovascular conditions is expected to boost the demand for handheld ultrasound devices significantly.

Moreover, the introduction of advanced handheld ultrasound devices in North America is anticipated to propel market growth. These devices feature state-of-the-art imaging technologies, enhanced artificial intelligence (AI) capabilities, and improved connectivity, making them more efficient and accessible. For instance, in September 2023, Exo launched the Exo Iris, a next-generation handheld ultrasound device in the United States. The Exo Iris, part of Exo's integrated ecosystem, combines imaging, workflow software, and AI to facilitate the system-wide adoption of point-of-care ultrasound (POCUS).

Similarly, in August 2023, GE Healthcare introduced the Vscan Air SL, a wireless handheld ultrasound system designed for rapid cardiac and vascular assessments at the point of care, enabling clinicians to expedite diagnostic and treatment decisions in the United States. Moreover, in September 2023, Mindray unveiled the TE Air Wireless Handheld Ultrasound, a compact and portable imaging solution that enhances ultrasound accessibility, in the United States. Hence, the introduction of these innovative handheld ultrasound systems in the region is likely to drive the market growth by addressing the increasing demand for portable and efficient diagnostic tools.

Therefore, owing to the aforementioned factors such as new product launches and growing prevalence of chronic diseases, the handheld ultrasound devices market in the North America region is expected to grow significantly over the forecasted period.

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Competitive Landscape The handheld ultrasound devices market is fragmented due to the presence of several companies operating globally and regionally. The competitive landscape includes an analysis of a few international and local companies that hold significant market share and are well known, including GE Healthcare, Butterfly Network, Inc., Clarius, Shenzhen Mindray Bio-Medical Electronics Co., Ltd., Siemens Healthcare Private Limited, Vave, Koninklijke Philips N.V., Drsono, ASUSTeK Computer Inc., Exo Imaging, Inc., Guangzhou SonoHealth Medical Technologies Co., Ltd., among others.

Handheld Ultrasound Devices Industry Leaders* GE Healthcare

* Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

* Siemens Healthcare Private Limited

* Koninklijke Philips N.V.

* Drsono

* *Disclaimer: Major Players sorted in no particular order

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Recent Industry Developments* June 2024: Clarius Mobile Health has received FDA clearance for its Clarius OB AI fetal biometric measurement tool. This development is set to advance obstetrical (OB) prenatal monitoring and care, particularly in underserved regions. The OB AI model automates fetal biometry measurements, providing estimates for fetal age, weight, and growth intervals.

* January 2024: Butterfly Network, Inc. announced FDA clearance for its latest handheld point-of-care ultrasound (POCUS) system, the Butterfly iQ3. The device features an ergonomic redesign, doubles data processing speed, and enhances image resolution, sensitivity, and penetration. It also introduces faster 3D capabilities for advanced automated image capture modes: iQ Slice and iQ Fan.

* February 2023: GE HealthCare has announced an agreement to acquire Caption Health, Inc. The integration of Caption AI applications will streamline ultrasound exams, enabling more healthcare professionals to perform basic echocardiograms. Initially, Caption Health will be incorporated into the Point of Care and Handheld ultrasound portfolio.

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- * 5.3.6 Others

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* List Not Exhaustive

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Global Handheld Ultrasound Devices Market Report Scope
Handheld ultrasound devices are portable and compact imaging solutions designed to facilitate real-time diagnostic imaging at the point of care. They are substantially smaller than tradi

tional ultrasound machines and typically establish wirelessly or via USB or Blue tooth connections to smartphones, tablets, or laptops for image visualization. Engineered for rapid and efficient assessments, they are particularly valuable in emergency medicine, primary care, critical care, and remote healthcare environments.

The handheld ultrasound devices market is segmented into device type, probe type, application, end-user, and geography. By device type, the market is segmented into wired and wireless. By probe type, the market is segmented into convex, linear, phased, and others. The other probe types include endocavitary and microconvex. By application, the market is segmented into cardiology, obstetrics & gynecology, musculoskeletal, anesthesiology, gastroenterology, and others. The other applications include vascular system, urology, and plastic surgery. By end user, the market is segmented into hospitals, diagnostic centers, ambulatory surgical centers, and others. The other end users include physician's clinic and academic institutes. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle East and Africa. For each segment, the market sizing and forecasts have been done on the basis of revenue (USD).

By Device Type
Wired |
Wireless |
By Probe Type
Convex |
Linear |
Phased |
By Application
Cardiology |
Obstetrics & Gynecology |
Musculoskeletal |
Anesthesiology |
Gastroenterology |
Others |
By End User
Hospitals |
Diagnostic Centers |
Ambulatory Surgical Centers |
Others |
Geography
North America | United States |
| Canada |
| Mexico |
Europe | Germany |
| United Kingdom |
| France |
| Italy |
| Spain |
| Rest of Europe |
Asia-Pacific | China |
| Japan |
| India |
| Australia |
| South Korea |
| Rest of Asia-Pacific |
Middle East and Africa | GCC |
| South Africa |
| Rest of Middle East and Africa |
South America | Brazil |
| Argentina |
| Rest of South America |
By Device Type | Wired |
| Wireless |
By Probe Type | Convex |
| Linear |
| Phased |
By Application | Cardiology |
| Obstetrics & Gynecology |

- | Musculoskeletal |
- | Anesthesiology |
- | Gastroenterology |
- | Others |
- By End User | Hospitals |
- | Diagnostic Centers |
- | Ambulatory Surgical Centers |
- | Others |
- |
- Geography | North America | United States |
- | Canada |
- | Mexico |
- |
- | Europe | Germany |
- | United Kingdom |
- | France |
- | Italy |
- | Spain |
- | Rest of Europe |
- |
- | Asia-Pacific | China |
- | Japan |
- | India |
- | Australia |
- | South Korea |
- | Rest of Asia-Pacific |
- |
- | Middle East and Africa | GCC |
- | South Africa |
- | Rest of Middle East and Africa |
- |
- | South America | Brazil |
- | Argentina |
- | Rest of South America |

Key Questions Answered in the ReportHow big is the Handheld Ultrasound Devices Market? The Handheld Ultrasound Devices Market size is expected to reach USD 533.56 million in 2025 and grow at a CAGR of 5.64% to reach USD 701.94 million by 2030.

What is the current Handheld Ultrasound Devices Market size? In 2025, the Handheld Ultrasound Devices Market size is expected to reach USD 533.56 million.

Who are the key players in Handheld Ultrasound Devices Market? GE HealthCare, Shenzhen Mindray Bio-Medical Electronics Co., Ltd., Siemens Healthcare Private Limited, Koninklijke Philips N.V. and Drsono are the major companies operating in the Handheld Ultrasound Devices Market.

Which is the fastest growing region in Handheld Ultrasound Devices Market? Asia Pacific is estimated to grow at the highest CAGR over the forecast period (2025-2030).

Which region has the biggest share in Handheld Ultrasound Devices Market? In 2025, the Americas accounts for the largest market share in Handheld Ultrasound Devices Market.

What years does this Handheld Ultrasound Devices Market cover, and what was the market size in 2024? In 2024, the Handheld Ultrasound Devices Market size was estimated at USD 503.47 million. The report covers the Handheld Ultrasound Devices Market historical market size for years: 2019, 2020, 2021, 2022, 2023 and 2024.

The report also forecasts the Handheld Ultrasound Devices Market size for years : 2025, 2026, 2027, 2028, 2029 and 2030.

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