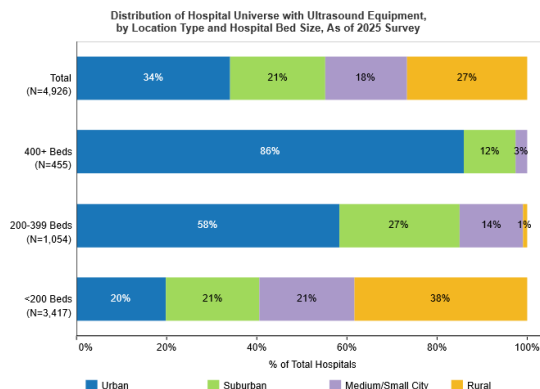


IMV 2025 Ultrasound Market Outlook Report

Featuring research from an IMV-hosted online survey of ultrasound departments in 300 hospitals in the United States.

Overview

Over the past decade, the ultrasound industry has experienced a dynamic transformation in the equipment capabilities that healthcare providers can use. The features available on conventional cart-based units have become increasingly sophisticated while the availability of even more portable laptop/tablet and handheld units have enabled their use in point-of-care and other locations inside and outside the hospital. IMV's *2025 Ultrasound Market Outlook Report* explores trends in department outlook, patient exam volume and types, installed base mix by equipment type, purchase plans, use of artificial intelligence and site operations. Survey results are presented for ultrasound care areas, hospital bed size segments and are projected to the universe of U.S. hospitals using ultrasound equipment.



Market Research Methodology

This report utilizes the results from an IMV-hosted online survey conducted with 300 radiology/imaging/general ultrasound administrators and chief sonographers from a sample of U.S. hospitals using conventional cart-based, laptop/tablet, and handheld general ultrasound units.

IMV Market Research Report Advantages

Since 1977, IMV has been a leading supplier of market information to the medical imaging industry, providing site-specific databases and comprehensive market reports that address the radiology, cardiology, & radiation therapy markets.

- **Broad coverage:** Results from IMV's 2025 online survey are projected to the identified universe of over 4,901 hospitals using ultrasound equipment, for an in-depth analysis to identify opportunities that address the needs of the ultrasound imaging community.
- **Data accessibility:** Includes 159 pages with over 125 graphs and exhibits in PowerPoint slide presentation format to help decision-makers interpret the data for use in developing informed market strategies.
- **In-depth analysis:** Drill down from top-level summaries to analyses by facility ownership type and hospital bed size for key metrics such as ultrasound patient exams, installed base share, technology adoption rates, and more.

What you'll learn in this report

Department priorities and future outlook

- What are the key priorities for ultrasound departments?
- What factors will impact the outlook for ultrasound the most?
- What are the preferred info sources for future ultrasound equipment purchases?

Ultrasound patient exam volume

- How many exams were conducted in 2024, by equipment type?
- How has exam volume changed in 2025 compared to 2022?
- What types of procedures are being done, by equipment type?

Ultrasound installed base and purchase plans

- How many ultrasound units are installed, by equipment type, and by care area?
- In which locations/departments are ultrasound units being used, by equipment type?
- What is the installed base market presence by OEM vendor?
- What is the adoption rate for laptop/tablet & handheld devices?
- What are the ultrasound purchase plans, by equipment type?
- What is the brand loyalty of current ultrasound users?
- What is the ultrasound capital budget planned for 2025 and beyond?

Site operations characteristics

- How many FTE sonographers, nurses, administrators, and secretaries are typically employed in ultrasound departments?

Contact IMV to order your report today!



Price: \$15,500 for digital file of *2025 General Ultrasound Market Outlook Report* in slide presentation format.
Contact IMV at 703-778-3080 ext. 1033 or sales@imvinfo.com.
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