

The future of the transrectal ultrasound market looks promising with ongoing research and development efforts by 2031

PORTLAND, OR, UNITED STATES, December 2, 2024 /EINPresswire.com/ -- The global [transrectal ultrasound \(TRUS\) market](#) is on a promising growth trajectory, valued at \$207.5 million in 2021 and projected to reach \$313.8 million by 2031, with a compound annual growth rate (CAGR) of 4.2% from 2022 to 2031. This growth is primarily driven by the increasing prevalence of prostate cancer and advancements in medical imaging technology.



Transrectal Ultrasound Market growth and Analysis

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Overview of Transrectal Ultrasound

Transrectal ultrasound is a diagnostic imaging technique used primarily for evaluating the prostate gland in men, particularly those with elevated prostate-specific antigen (PSA) levels. The procedure involves inserting a small probe into the rectum, which emits high-frequency sound waves. These waves bounce off the prostate and surrounding tissues, creating images that can help diagnose conditions such as:

- Prostate cancer
- Benign prostatic hyperplasia (BPH)
- Rectal cancer
- Other urological disorders

Key Market Drivers

Several factors are contributing to the growth of the TRUS market:

- Increasing Incidence of Prostate Cancer: According to the National Cancer Institute, the global

incidence rate of prostate cancer is approximately 112.7 cases per 10,000 men per year.

- **Technological Advancements:** The introduction of innovative ultrasound systems enhances diagnostic capabilities, thereby increasing adoption rates among healthcare facilities.
- **Rising Healthcare Expenditure:** Increased spending on healthcare in developing regions like India and China is facilitating better access to advanced diagnostic tools.
- **Growing Awareness:** There is a rising awareness regarding early-stage diagnosis of prostate cancer, which drives demand for screening procedures.

Market Segmentation

The transrectal ultrasound market can be segmented based on product type, end user, and region:

- **By Product:**
 - **System:** This segment generated the highest revenue in 2021 and is expected to witness rapid growth due to increased adoption in diagnostic laboratories.
 - **Transducer:** While this segment contributes less revenue currently, it is essential for the functionality of TRUS systems.
- **By Type:**
 - **Trolley/Cart-based:** Dominated the market share due to their accuracy and reliability.
 - **Handheld/Portable:** Expected to grow significantly as demand for remote patient monitoring increases.
- **By End User:**
 - **Diagnostic Laboratories:** Held the largest share in 2021 due to advanced technologies available for diagnosis.
 - **Hospitals:** Anticipated to grow rapidly as more patients seek diagnostic tests within hospital settings.

Regional Insights

North America dominated the TRUS market in 2021, accounting for approximately one-third of global sales. The region benefits from a well-established healthcare infrastructure and a strong presence of major players such as GE Healthcare and Siemens AG. Conversely, the Asia-Pacific region is projected to experience the highest growth rate during the forecast period, driven by increasing healthcare investments and awareness about prostate health.

Challenges

Despite its growth potential, the TRUS market faces challenges such as:

- **High Costs:** The expensive nature of TRUS systems and transducers can limit accessibility in some regions.
- **Infection Risks:** Patients undergoing procedures may face risks associated with infections, which could deter some from seeking diagnostic tests.

Future Outlook

The future of the transrectal ultrasound market looks promising with ongoing research and development efforts aimed at enhancing system capabilities. Companies like Esaote SpA and

Exact Imaging are leading innovations that could further propel market growth. As healthcare systems continue to evolve and adopt new technologies, TRUS is likely to remain a critical tool in urological diagnostics. In summary, the transrectal ultrasound market is set for significant expansion over the next decade, driven by technological advancements, increasing disease prevalence, and growing healthcare investments globally.

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