

Fertility and Pregnancy Rapid Test Kits Market By Product (Pregnancy Rapid Tests, Fertility Rapid Tests) , By Test Type (Urine-based Test Kits, Blood-based Test Kits, Others) By End User (Hospitals, Homecare Settings, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The fertility and pregnancy rapid test kits market was valued at \$1.5 billion in 2023, and is projected to reach \$3.1 billion by 2033, growing at a CAGR of 7.4% from 2024 to 2033.

Fertility and pregnancy rapid test kits are over-the-counter diagnostic tools designed to quickly detect hormones in urine or saliva that indicate a woman's fertility status or pregnancy. These tests provide a convenient and private way for individuals to monitor their reproductive health without the need for a healthcare professional's intervention. Pregnancy test kits detect the presence of human chorionic gonadotropin, a hormone produced during pregnancy, while fertility test kits detect luteinizing hormone or estrogen, which are critical for ovulation.

The global fertility and pregnancy rapid test kits market is witnessing robust growth due to factors such as rise in awareness about reproductive health and the convenience of at-home testing, especially among individuals trying to conceive. In addition, alarming rise in infertility rates due to lifestyle factors and delayed childbearing is driving a greater need for fertility test kits among couples seeking to conceive. According to a study published today by the World Health Organization in 2023, around 17.5% of the adult population experience infertility. The Infertility Statistics 2024 revealed that 48.5 million couples experience infertility globally. This highlights the urgent need for fertility test kits

to help individuals monitor their fertility cycles and make informed decision. Moreover, the market growth is significantly driven by the relatively low cost of fertility and pregnancy rapid test kits makes them an affordable option for individuals seeking to monitor their reproductive health without the expense of frequent doctor visits. Furthermore, the widespread availability of these kits in both physical retail stores and online marketplaces makes them easy for consumers to access, thus contributing to the market growth. Early detection of pregnancy, especially for women with irregular cycles or those who want to confirm pregnancy quickly, is further augmenting the demand for pregnancy test kits. Despite advancements, some test kits may still provide false positives or false negatives, which significantly hampers the market growth. In addition, rise of other reproductive health technologies, such as digital ovulation trackers or mobile apps that offer more detailed insights, may reduce the demand for traditional test kits, thereby restraining the market growth. On the contrary, innovations in test kit technology, including greater accuracy, user-friendly designs, and faster results, have expanded the appeal and reliability of these products, which are expected to offer remunerative opportunities for the expansion of the global market during the forecast period. In addition, government initiatives to increase awareness about pregnancy testing as a preventative measure due to rise in burden of unplanned pregnancies and alarming rise in rate of abortion are anticipated to open new avenues for the growth of the market in the coming years. According to a 2022 study published by the World Family Planning, approximately 50% of the women across 41 countries use contraceptives to prevent pregnancy. Among these, 22 countries were from sub-Saharan Africa alone.

The global fertility and pregnancy rapid test kits market is segmented into product, test type, end user, and region. On the basis of the product, the market is bifurcated into pregnancy rapid tests and fertility rapid tests. By test type, it is classified into urine-based test kits and blood-based test kits. Depending on end user, it is divided into hospitals, homecare settings, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product, the pregnancy rapid tests segment is expected to dominate the market from 2024 to 2033.

On the basis of test type, the urine-based test kits rapid tests segment is anticipated to exhibit the highest growth during the forecast period.

Depending on end user, the homecare settings segment is projected to grow at a notable pace throughout the forecast period.

Region wise, the fertility and pregnancy rapid test kits market is likely to witness strong growth in In North America in the coming years.

Competition Analysis

Competitive analysis and profiles of the major players in the global fertility and pregnancy rapid test kits market include Atlas Medical GmbH, Church & Dwight Co., Inc., Everlywell, Inc., Geratherm Medical AG, QuidelOrtho Corporation, Mylab Discovery Solutions Pvt. Ltd., Salignostics , Abbott, SPD Swiss Precision Diagnostics GmbH, and AdvaCare Pharma. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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New Product Development/ Product Matrix of Key Players

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Product

Pregnancy Rapid Tests

Fertility Rapid Tests

By Test Type

Urine-based Test Kits

Blood-based Test Kits

Others

By End User

Hospitals

Homecare Settings

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key Market Players

Atlas Medical GmbH

Church & Dwight Co., Inc.

Everlywell, Inc.

Geratherm Medical AG

QuidelOrtho Corporation

Mylab Discovery Solutions Pvt. Ltd.

Salignostics

Abbott

SPD Swiss Precision Diagnostics GmbH

AdvaCare Pharma

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