

# **Point of Care Hematology Diagnostics Market By Test Type (Complete Blood Count (CBC), Coagulation Testing, Hemoglobin Testing and Anemia Diagnosis, Others), By Mode of Prescription (Prescription based product, OTC based product), By End User (Diagnostic Centers, Hospitals, Blood Banks and Transfusion Centers, Others): Global Opportunity Analysis and Industry Forecast, 2024-2030**

<https://marketpublishers.com/r/PEB3C1266EA4EN.html>

Date: March 2025

Pages: 340

Price: US\$ 2,655.00 (Single User License)

ID: PEB3C1266EA4EN

## **Abstracts**

The global point of care hematology diagnostics market was valued at \$2.4 billion in 2023, and is projected to reach \$3.6 billion by 2030, growing at a CAGR of 5.8% from 2024 to 2030.

Point-of-care (POC) hematology diagnostics refer to diagnostic tests for blood disorders that are conducted outside of a laboratory, typically in hospitals, clinics, or even at home. These tests are designed to provide quick and accurate results, allowing for faster decision-making and treatment, particularly in emergency or outpatient settings. This reduces reliance on centralized laboratory tests, leading to faster diagnosis, improved patient care, and better overall outcomes. The ability to deliver real-time results helps healthcare providers address critical health issues promptly and efficiently.

The point of care hematology diagnostics market growth is primarily driven by increase in demand for rapid, accurate, and accessible diagnostic solutions that are used at or near the site of patient care. In addition, rise in geriatric population and surge in chronic disease cases have heightened the need for real-time diagnostic tools that offer quick results, enabling immediate clinical decisions, which is expected to drive the point-of-

care (POC) hematology diagnostics market growth. The shift toward decentralized healthcare systems, particularly in developing regions, propels the adoption of portable hematology analyzers that reduce dependency on centralized laboratory infrastructure. In addition, technological advancements in microfluidics, lab-on-a-chip platforms, and biosensor integration have significantly improved the accuracy, portability, and affordability of POC hematology devices. These innovations make diagnostics more accessible in remote, rural, and underserved areas, thus addressing the unmet needs of large patient populations. Another contributing factor is the surge in preference for home-based and self-monitoring diagnostic kits, driven by increase in consumer awareness and the trend toward personalized healthcare.

However, the high cost of advanced POC hematology devices limits the adoption of POC testing products, especially in low-resource settings and smaller healthcare facilities. In addition, concerns regarding the accuracy and reliability of POC testing compared to centralized laboratory methods remain a barrier, as false results can lead to misdiagnosis or delayed treatment thereby restricting the point of care hematology diagnostics market growth.

On the other hand, advancements in microfluidics and smartphone-integrated diagnostic technologies are paving the way for next-generation POC hematology devices that provide faster, more accurate, and multiplexed testing capabilities, which provide lucrative opportunity for market growth. For instance, in April 2022, Sysmex Corporation introduced the XQ-320, a three-part differential automated hematology analyzer suitable for physician's office laboratories and complex facilities.

## Segment Review

The point of care hematology diagnostics market is segmented on the basis of test type, mode of prescription, end user, and region. By test type, the market is classified into complete blood count (CBC), coagulation testing, hemoglobin testing & anemia diagnosis, and others. By mode of prescription, the market is segregated into prescription-based products and OTC based products. By end user, the market is fragmented into diagnostic centers, hospitals, blood banks & transfusion centers, and others. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, Spain, Hungary, and rest of Europe), Asia-Pacific (China, Japan, Australia, India, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, Saudi Arabia, South Africa, and the rest of LAMEA).

## Key Findings

By test type, the complete blood count (CBC) segment dominated the point of care hematology diagnostics market in 2023.

By mode of prescription, the prescription-based product segment dominated the point of care hematology diagnostics market in 2023.

By end user, the hospitals segment dominated the market share in 2023.

By region, North America dominated the point of care hematology diagnostics market size in terms of revenue in 2023.

## **Competition Analysis**

Major key players that operate in the global point of care hematology diagnostics market are HORIBA, Ltd., Bio-Rad Laboratories, Inc., Sysmex Corporation, Danaher Corporation, Thermo Fisher Scientific Inc., Abbott Laboratories, Shenzhen Mindray, Medical Electronics Co., Ltd., EKF Diagnostics Holdings plc., Madison Industries, F. HoffmannLa Roche Ltd., and SoulBrain Holdings Co Ltd.

## **Key Benefits for Stakeholders**

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the point of care hematology diagnostics market analysis from 2023 to 2030 to identify the prevailing point of care hematology diagnostics market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the point of care hematology diagnostics market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global point of care hematology diagnostics market trends, key players, market segments, application areas, and market growth strategies.

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Historic market data

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

Reimbursement Scenario

## **Key Market Segments**

### By Test Type

Complete Blood Count (CBC)

Coagulation Testing

Hemoglobin Testing and Anemia Diagnosis

Others

### By End User

Diagnostic Centers

Hospitals

Blood Banks and Transfusion Centers

Others

### By Mode of Prescription

Prescription based product

OTC based product

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Hungary

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

HORIBA, Ltd.

Bio-Rad Laboratories, Inc.

Sysmex Corporation

Thermo Fisher Scientific Inc.

Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

EKF Diagnostics Holdings plc.

F. Hoffmann-La Roche Ltd.

Danaher Corporation

Abbott Laboratories

Madison Industries

SoulBrain Holdings Co Ltd



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