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Poultry Diagnostics Market By Product (Instruments, Consumables, Kits) , By Technology (ELISA, PCR, Immunofluorescent Assay, Hemagglutination Assay, Others) By Disease (Avian Salmonellosis, Avian Influenza, Newcastle Disease, Mycoplasma, Infectious Bursal Disease, Others) By End User (Veterinary Hospitals & Clinic, Veterinary Diagnostics Laboratories, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The poultry diagnostics market was valued at $0.8 billion in 2023, and is projected to reach $2.1 billion by 2033, growing at a CAGR of 10.4% from 2024 to 2033.

Poultry diagnostics refers to the techniques, tools, and processes used to identify, monitor, and manage diseases in poultry. These diagnostics are critical for ensuring the health of poultry flocks, optimizing productivity, and safeguarding public health by preventing zoonotic disease transmission. The methods employed range from traditional laboratory testing to advanced molecular diagnostics like PCR and next-generation sequencing.

The poultry diagnostics market is witnessing robust growth due to factors such as alarming rise in prevalence of poultry diseases such as avian influenza, Newcastle disease, and infectious bursal disease and surge in demand for advanced diagnostic tools to detect and manage outbreaks. In addition, rise in global consumption of poultry meat and eggs is driving the need for disease-free and high-quality poultry products. According to a 2024 study by Statista, the global poultry meat consumption reach 140

million tons in 2023, which made it the most consumed type of meat worldwide. Furthermore, increase in awareness about zoonotic disease transmission, such as bird flu, has led to stricter regulations regarding poultry health monitoring, which significantly contributes toward the market growth. Moreover, increase in focus on biosecurity and rise in concerns about animal welfare have encouraged producers to invest in better disease management strategies, which, in turn, augments the growth of the poultry diagnostics market. The shift from traditional to industrial poultry farming has propelled the need for robust diagnostic systems to manage disease outbreaks in high-density poultry operations effectively, thus fostering the market growth. However, high cost associated with advanced technologies such as real-time PCR and next-generation sequencing hampers the market growth. In addition, limited availability of diagnostic kits specific to certain poultry species or regional pathogens affects accurate and timely disease detection, which restrains the growth of the global market. On the contrary, innovations such as real-time PCR, point-of-care testing, and next-generation sequencing have improved the speed and accuracy of poultry diagnostics. These advancements have made disease detection more accessible, particularly in remote or rural areas. Such developments are expected to offer lucrative opportunities for the expansion of the market during the forecast period.

The poultry diagnostics market is segmented into product, technology, disease, end user, and region. By product, the market is classified into in instruments, consumables, and kits. On the basis of technology, it is divided into ELISA, PCR, immunofluorescent assay, hemagglutination assay, and others. Depending on disease, it is segregated into avian salmonellosis, avian influenza, Newcastle disease, mycoplasma, infectious bursal disease, and others. As per end user, it is fragmented into veterinary hospitals & clinic, veterinary diagnostics laboratories, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product, the consumables & kits segment is expected to dominate the market from 2024 to 2033.

On the basis of technology, the ELISA segment is anticipated to exhibit the highest growth during the forecast period.

Depending on disease, the avian influenza segment is projected to lead the global poultry diagnostics market in the coming years.

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As per end user, the veterinary diagnostics laboratories segment is likely to grow at a notable pace in the near future.

Region wise, North America is anticipated to hold a dominant position in the market throughout the forecast period.

Competition Analysis

Competitive analysis and profiles of the major players in the global poultry diagnostics market include IDEXX Laboratories, Inc., Zoetis Services LLC, Antech Diagnostics, Inc, Embark Veterinary, Inc., Agrolabo S.p.A, Thermo Fisher Scientific Inc., Innovative Diagnostics SAS, Fujifilm Corporation, Vimian Group LLC, and Innovative Diagnostics. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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New Product Development/ Product Matrix of Key Players

Regulatory Guidelines

Additional company profiles with specific to client's interest

Expanded list for Company Profiles

Historic market data

Key Market Segments

By Product

Instruments

Consumables

Kits

By Technology

ELISA

PCR

Immunofluorescent Assay

Hemagglutination Assay

Others

By Disease

Avian Salmonellosis

Avian Influenza

Newcastle Disease

Mycoplasma

Infectious Bursal Disease

Others

By End User

Veterinary Hospitals Clinic

Veterinary Diagnostics Laboratories

Others

By Region

North America

U.S.

Canada

Mexico

Europe

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Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

Australia

India

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

Saudi Arabia

Rest of LAMEA

Key Market Players

IDEXX Laboratories, Inc.

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Zoetis Services LLC

Antech Diagnostics, Inc

Embark Veterinary, Inc.

Agrolabo S.p.A

Thermo Fisher Scientific Inc.

Innovative Diagnostics SAS

Fujifilm Corporation

Vimian Group LLC

Innovative Diagnostics

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