

# Asia-Pacific Next-Generation IVD Market: Analysis and Forecast, 2023-2033

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## Abstracts

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### Introduction to Asia-Pacific Next-Generation IVD (In vitro diagnostics) Market

The Asia-Pacific next-generation IVD market was valued at \$21.43 billion in 2023 and is expected to reach \$42.35 billion by 2033, growing at a CAGR of 7.05% between 2023 and 2033. The emergence of innovative technologies in diagnostics holds promise for revitalizing the growth of the next-generation In Vitro Diagnostics (IVD) market. Molecular diagnostics, genomics, and Next-Generation Sequencing (NGS) are anticipated to play pivotal roles in driving this growth, offering fresh opportunities for enhanced disease detection and ultimately transforming patient outcomes.

### Market Introduction

The Asia-Pacific (APAC) region is witnessing significant advancements and growth in the Next-Generation In Vitro Diagnostics (IVD) market. This expansion is fueled by several key factors. Firstly, the increasing prevalence of chronic diseases and infectious ailments necessitates more accurate and efficient diagnostic solutions. Secondly, rapid urbanization and rising healthcare expenditures in countries like China, India, and Japan are driving the adoption of advanced diagnostic technologies. Thirdly, growing awareness among healthcare providers and patients regarding the benefits of personalized medicine and early disease detection is spurring demand for innovative IVD solutions. Additionally, supportive government initiatives aimed at improving healthcare infrastructure and promoting research and development activities further

contribute to market growth in the APAC region.

## Market Segmentation:

### Segmentation 1: by Type

Core Laboratory Diagnostics

POC Testing

Molecular Diagnostics

### Segmentation 2: by End User

Hospitals and Clinics

Diagnostic Laboratories

Academic and Research Institutions

Other End Users

### Segmentation 3: by Country

Japan

India

China

South Korea

Australia

Rest-of-Asia-Pacific

## How Can This Report Add Value to an Organization?

**Product/Innovation Strategy:** The next-generation IVD market has been extensively segmented on the basis of various categories, such as type, end user, and country. This can help readers get a clear overview of which segments account for the largest share and which ones are well-positioned to grow in the coming years.

**Competitive Strategy:** The next-generation IVD market has numerous startups paving their way into manufacturing kits, panels, assays, and instruments and entering the market. Key players in the next-generation IVD market analyzed and profiled in the study involve established players that offer various kinds of disease-specific panels and multiplex instruments.

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