

# Europe Influenza Diagnostics Market Size study, by Test Type (RIDT, RT-PCR, Cell Culture, Others), by End Use (Hospitals, POCT, Laboratories) and Country Forecasts 2022-2032

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## Abstracts

Europe Influenza Diagnostics Market is valued at approximately USD 420 million in 2023 and is anticipated to grow with a healthy growth rate of more than 6.55% over the forecast period 2024-2032. Influenza diagnostics encompass the techniques and instruments employed for detecting and diagnosing influenza virus infections in individuals. These diagnostic measures are vital for public health, enabling timely identification, treatment, and containment of influenza outbreaks. Also, the Influenza Diagnostics Market was witnessing significant advancements in technology, particularly in molecular diagnostics and point-of-care testing. These advancements aimed to improve the accuracy, speed, and efficiency of influenza diagnosis which anticipated to support the growth of Influenza Diagnostics Market.

Moreover, rising healthcare expenditure in Europe allows for greater investment in diagnostic infrastructure and healthcare facilities, facilitating the growth of the Influenza Diagnostics Market. Also, as influenza remains a significant public health concern, the rising incidence of influenza cases in Europe drives the demand for diagnostic tests. Additionally, other factors that support the market growth are continuous advancements in diagnostic technologies, increased healthcare expenditure, and increasing demand for point-of-care testing. However, the lack of skilled professionals, and stringent regulatory frameworks are expected to hinder the market growth during the forecast period 2024-2032.

The key countries considered for the Europe Influenza Diagnostics market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was

the largest market. The cohesive government initiatives aimed at controlling the spread of influenza and improving healthcare infrastructure can contribute to the growth of the diagnostics market by increasing accessibility to testing facilities. Also, with increasing awareness among both healthcare professionals and the general population about the importance of early diagnosis and treatment of influenza, there's likely to be a higher demand for diagnostic tests. Whereas, the United Kingdom is expected to grow with the highest CAGR during the forecast period 2024-2032.

Major market player included in this report are:

F. Hoffmann-LA Roche AG

Koninklijke Philips N.V.

Siemens AG

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Test Type

RIDT

RT-PCR

Cell Culture

Others

By End Use

Hospitals

POCT

Laboratories

By Region:

Europe

UK

Germany

France

Spain

Italy

## ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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