

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

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Abstracts

Global Influenza Diagnostics Market is valued at approximately USD 1.63 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.78% over the forecast period 2024-2032. Influenza diagnostics refers to the methods and tools used to identify and diagnose influenza virus infections in individuals. These diagnostics play a crucial role in public health, allowing for early detection, treatment, and prevention of the spread of influenza. Also, the market was witnessing advancements in diagnostic technologies, particularly in the development of Rapid Diagnostic Tests (RDTs) and molecular diagnostics. These advancements aimed to improve the accuracy, sensitivity, and speed of influenza diagnosis which anticipated to support the growth of Influenza Diagnostics Market.

Moreover, increased awareness about the severity of influenza and its potential to cause outbreaks and pandemics has driven governments, healthcare organizations, and individuals to invest in diagnostic measures for timely detection and containment. Also, with the rise in the number of influenza cases globally, there is a growing demand for efficient and accurate diagnostic tests to identify and manage the infection. Additionally, other factors that support the market growth are the increasing geriatric population, growing demand for point-of-care testing, and cohesive government initiatives and funding. However, the lack of skilled professionals, and stringent regulatory frameworks are anticipated to hinder the market growth during the forecast period 2024-2032.

The key regions considered for the global Influenza Diagnostics market study includes

Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the largest regional market. Increasing awareness among healthcare professionals and the general public about the importance of early diagnosis and treatment of influenza fuels the demand for diagnostic tests. Awareness campaigns by healthcare organizations and government bodies contribute to this trend. Also, North America has a significant healthcare expenditure budget, enabling healthcare facilities to invest in advanced diagnostic technologies. This financial capacity facilitates the adoption of innovative influenza diagnostic solutions. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period 2024-2032.

Major market player included in this report are:

3M Company
Abbott Laboratories
Becton, Dickinson and Company (BD)
Meridian Bioscience, Inc.
Quidel Corporation
F. Hoffmann-La Roche Ltd
SA Scientific Ltd
SEKISUI Diagnostics
Thermo Fisher Scientific, Inc.
Hologic, Inc.

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:

North America
U.S.
Canada
Europe
UK

Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Middle East & Africa
Saudi Arabia
South Africa
RoMEA

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 regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

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

Contents

CHAPTER 1. GLOBAL INFLUENZA DIAGNOSTICS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
 - 1.3.3. Supply Side Analysis
 - 1.3.3.1. Availability
 - 1.3.3.2. Infrastructure
 - 1.3.3.3. Regulatory Environment
 - 1.3.3.4. Market Competition
 - 1.3.3.5. Economic Viability (Consumer's Perspective)
 - 1.3.4. Demand Side Analysis
 - 1.3.4.1. Regulatory frameworks
 - 1.3.4.2. Technological Advancements
 - 1.3.4.3. Environmental Considerations
 - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Global Influenza Diagnostics Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
 - 2.3.1. By Test Type
 - 2.3.2. By End Use
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL INFLUENZA DIAGNOSTICS MARKET DYNAMICS

- 3.1. Market Drivers

- 3.2. Market Challenges
- 3.3. Market Opportunities

CHAPTER 4. GLOBAL INFLUENZA DIAGNOSTICS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL INFLUENZA DIAGNOSTICS MARKET SIZE & FORECASTS BY TEST TYPE 2022-2032

- 5.1. RIDT
- 5.2. RT-PCR
- 5.3. Cell Culture
- 5.4. Others

CHAPTER 6. GLOBAL INFLUENZA DIAGNOSTICS MARKET SIZE & FORECASTS BY END USE 2022-2032

- 6.1. Hospitals
- 6.2. POCT

6.3. Laboratories

CHAPTER 7. GLOBAL INFLUENZA DIAGNOSTICS MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1. North America Influenza Diagnostics Market

7.1.1. U.S. Influenza Diagnostics Market

7.1.1.1. Test Type breakdown size & forecasts, 2022-2032

7.1.1.2. End Use breakdown size & forecasts, 2022-2032

7.1.2. Canada Influenza Diagnostics Market

7.2. Europe Influenza Diagnostics Market

7.2.1. U.K. Influenza Diagnostics Market

7.2.2. Germany Influenza Diagnostics Market

7.2.3. France Influenza Diagnostics Market

7.2.4. Spain Influenza Diagnostics Market

7.2.5. Italy Influenza Diagnostics Market

7.2.6. Rest of Europe Influenza Diagnostics Market

7.3. Asia-Pacific Influenza Diagnostics Market

7.3.1. China Influenza Diagnostics Market

7.3.2. India Influenza Diagnostics Market

7.3.3. Japan Influenza Diagnostics Market

7.3.4. Australia Influenza Diagnostics Market

7.3.5. South Korea Influenza Diagnostics Market

7.3.6. Rest of Asia Pacific Influenza Diagnostics Market

7.4. Latin America Influenza Diagnostics Market

7.4.1. Brazil Influenza Diagnostics Market

7.4.2. Mexico Influenza Diagnostics Market

7.4.3. Rest of Latin America Influenza Diagnostics Market

7.5. Middle East & Africa Influenza Diagnostics Market

7.5.1. Saudi Arabia Influenza Diagnostics Market

7.5.2. South Africa Influenza Diagnostics Market

7.5.3. Rest of Middle East & Africa Influenza Diagnostics Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Key Company SWOT Analysis

8.1.1. Company

8.1.2. Company

8.1.3. Company

8.2. Top Market Strategies

8.3. Company Profiles

8.3.1. 3M Company

8.3.1.1. Key Information

8.3.1.2. Overview

8.3.1.3. Financial (Subject to Data Availability)

8.3.1.4. Product Summary

8.3.1.5. Market Strategies

8.3.2. Abbott Laboratories

8.3.3. Becton, Dickinson and Company (BD)

8.3.4. Meridian Bioscience, Inc.

8.3.5. Quidel Corporation

8.3.6. F. Hoffmann-La Roche Ltd

8.3.7. SA Scientific Ltd

8.3.8. SEKISUI Diagnostics

8.3.9. Thermo Fisher Scientific, Inc.

8.3.10. Hologic, Inc.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Influenza Diagnostics market, report scope

TABLE 2. Global Influenza Diagnostics market estimates & forecasts by Region
2022-2032 (USD Billion)

TABLE 3. Global Influenza Diagnostics market estimates & forecasts by Test Type
2022-2032 (USD Billion)

TABLE 4. Global Influenza Diagnostics market estimates & forecasts by End Use
2022-2032 (USD Billion)

TABLE 5. Global Influenza Diagnostics market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 6. Global Influenza Diagnostics market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 7. Global Influenza Diagnostics market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 8. Global Influenza Diagnostics market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 9. Global Influenza Diagnostics market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 10. Global Influenza Diagnostics market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 11. Global Influenza Diagnostics market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 12. Global Influenza Diagnostics market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 13. Global Influenza Diagnostics market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 14. Global Influenza Diagnostics market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 15. U.S. Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 16. U.S. Influenza Diagnostics market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 17. U.S. Influenza Diagnostics market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 18. Canada Influenza Diagnostics market estimates & forecasts, 2022-2032
(USD Billion)

TABLE 19. Canada Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Canada Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 21. UK Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 22. UK Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 23. UK Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 24. Germany Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 25. Germany Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 26. Germany Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 27. France Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 28. France Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 29. France Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 30. Italy Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 31. Italy Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 32. Italy Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 33. Spain Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 34. Spain Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 35. Spain Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 36. RoE Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 37. RoE Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 38. RoE Influenza Diagnostics market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 39. China Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 40. China Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 41. China Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 42. India Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 43. India Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 44. India Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 45. Japan Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 46. Japan Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 47. Japan Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 48. Australia Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 49. Australia Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 50. Australia Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 51. South Korea Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 52. South Korea Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 53. South Korea Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 54.

TABLE 55. RoAPAC Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 56. RoAPAC Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 57. RoAPAC Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 58. Brazil Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

Billion)

TABLE 59. Brazil Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 60. Brazil Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 61. Mexico Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 62. Mexico Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 63. Mexico Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 64. RoLA Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 65. RoLA Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 66. RoLA Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 67. Saudi Arabia Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 68. Saudi Arabia Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 69. Saudi Arabia Influenza Diagnostics market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 70. South Africa Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 71.

TABLE 72. South Africa Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 73. South Africa Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 74. RoMEA Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 75. RoMEA Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 76. RoMEA Influenza Diagnostics market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 77. List of secondary sources, used in the study of Global Influenza Diagnostics Market.

TABLE 78. List of primary sources, used in the study of Global Influenza Diagnostics

Market.

TABLE 79. Years considered for the study.

TABLE 80. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Influenza Diagnostics market, research methodology
- FIG 2. Global Influenza Diagnostics market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Influenza Diagnostics market, key trends 2023
- FIG 5. Global Influenza Diagnostics market, growth prospects 2022-2032
- FIG 6. Global Influenza Diagnostics market, porters 5 force model
- FIG 7. Global Influenza Diagnostics market, pestel analysis
- FIG 8. Global Influenza Diagnostics market, value chain analysis
- FIG 9. Global Influenza Diagnostics market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Influenza Diagnostics market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Influenza Diagnostics market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Influenza Diagnostics market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Influenza Diagnostics market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Influenza Diagnostics market, regional snapshot 2022 & 2032
- FIG 15. North America Influenza Diagnostics market 2022 & 2032 (USD Billion)
- FIG 16. Europe Influenza Diagnostics market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Influenza Diagnostics market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Influenza Diagnostics market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Influenza Diagnostics market 2022 & 2032 (USD Billion)
- FIG 20. Global Influenza Diagnostics market, company market share analysis (2023)

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