

Global Influenza Home Testing Market Size study, by Test type (Molecular, Traditional) by End User (Hospital, Clinical Laboratories) and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/G87E612BCCE6EN.html>

Date: August 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G87E612BCCE6EN

Abstracts

Global Influenza Home Testing Market is valued approximately USD 0.69 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 7.8% over the forecast period 2021-2027. Influenza tends to be seasonal and affects millions of Americans each season. Increasing investments in the Research & Development diagnostics and increasing number of Influenza-affected people are the factors contributing to the market growth. For instance, according to Medscape research, there were 55,000 influenza-related cases being hospitalized in the year 2020 comprising of 2900 deaths of which 27 were pediatric. However, huge involvement of healthcare costs and complex working in the diagnostic tests impedes the growth of the market over the forecast period of 2021-2027. Also, technological advancements and increasing awareness and initiatives by the government is likely to increase the growth of the market in the forecasting period.

The regional analysis of global Influenza Home Testing market when considering for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World has led to the analysis that North America is a significant region across the world in terms of market share owing to increasing prevalence of Influenza Whereas, Europe is anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as increase in the number of influenza tests coupled with leading initiatives by the government would create lucrative growth prospects for the Influenza Home Testing market across Asia-Pacific region.

Major market player included in this report are:

Hoffmann-La Roche AG
QUIDEL Corporation
Thermo Fisher Scientific Inc
Abbott laboratories Inc
Hologic Inc
BIOCARTIS
BioMERIEUX Inc
Danaher Corporation (Cepheid)
GenMark Diagnostics Inc
Luminex Corporation

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Test type:

? Molecular

- RT-PCR
- LAMP
- NASBA

? Traditional

- Viral Culture
- Direct fluorescent Antibody
- Rapid Influenza Detection Tests
- Serological Assays

By End User:

Hospital
Clinical 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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Influenza Home Testing Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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