

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

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Abstracts

US Influenza Diagnostics Market is valued at approximately USD 371.47 million in 2023 and is anticipated to grow with a healthy growth rate of more than 5.86 % over the forecast period 2024-2032. Influenza diagnostics encompass the range of methods and tools employed for identifying and diagnosing influenza virus infections in individuals. These diagnostic measures are pivotal in public health, enabling timely detection, treatment, and containment of influenza outbreaks. Also, Artificial Intelligence (AI) and data analytics are being integrated into influenza diagnostics to enhance accuracy, streamline workflows, and improve predictive capabilities. These technologies can analyze vast amounts of data to identify patterns and predict future outbreaks which anticipated to support the growth of Influenza Diagnostics Market.

Moreover, public awareness regarding the importance of early diagnosis and treatment of influenza has been rising. This awareness, coupled with concerns about pandemics and the potential severity of influenza-related complications, drives the demand for diagnostic tests. Also, cohesive government initiatives aimed at controlling the spread of influenza, such as vaccination campaigns and funding for research and development, contribute to market growth. Policies promoting the use of diagnostic tests for surveillance and control further drive market expansion. 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.

Major market player included in this report are:

Hologic, Inc.

Abbott Laboratories, Inc.
Thermo Fisher Scientific, Inc.
Becton, Dickinson and Company
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

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 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

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