

Global At-Home Pregnancy Testing Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G09E7232E3C3EN.html>

Date: March 2026

Pages: 147

Price: US\$ 3,200.00 (Single User License)

ID: G09E7232E3C3EN

Abstracts

At-home pregnancy testing refers to the process of using a commercially available test kit to detect pregnancy at home, typically through urine or, in some cases, blood. These tests work by detecting the presence of human chorionic gonadotropin (hCG), a hormone produced during pregnancy, in a woman's urine. Most at-home pregnancy tests provide results within a few minutes and are designed for easy use, allowing individuals to confirm pregnancy privately and conveniently without needing to visit a healthcare provider. While these tests are highly accurate when used correctly, the timing of the test and proper instructions are crucial for reliable results.

The global At-Home Pregnancy Testing market size was estimated at USD 712.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global At-Home Pregnancy Testing market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global At-Home Pregnancy Testing market. It offers detailed profiles of major players, including their

market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the At-Home Pregnancy Testing market.

Global At-Home Pregnancy Testing Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

SPD (Clearblue)
First Response
Gregory Pharmaceutical (e.p.t)
EQUINOX
Wondfo
Rohto
Easy@Home
BlueCross
Fairhaven Health
PRIMA Lab
Cyclotest
Lobeck Medical

Market Segmentation (by Type)

Coloration
Digital

Market Segmentation (by Application)

Online
Offline

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the At-Home Pregnancy Testing Market
Overview of the regional outlook of the At-Home Pregnancy Testing Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the At-Home Pregnancy Testing Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of At-Home Pregnancy Testing, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of At-Home Pregnancy Testing

1.2 Key Market Segments

1.2.1 At-Home Pregnancy Testing Segment by Type

1.2.2 At-Home Pregnancy Testing Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 AT-HOME PREGNANCY TESTING MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global At-Home Pregnancy Testing Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global At-Home Pregnancy Testing Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AT-HOME PREGNANCY TESTING MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global At-Home Pregnancy Testing Product Life Cycle

3.3 Global At-Home Pregnancy Testing Sales by Manufacturers (2020-2025)

3.4 Global At-Home Pregnancy Testing Revenue Market Share by Manufacturers (2020-2025)

3.5 At-Home Pregnancy Testing Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global At-Home Pregnancy Testing Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 At-Home Pregnancy Testing Market Competitive Situation and Trends

3.8.1 At-Home Pregnancy Testing Market Concentration Rate

3.8.2 Global 5 and 10 Largest At-Home Pregnancy Testing Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 AT-HOME PREGNANCY TESTING INDUSTRY CHAIN ANALYSIS

4.1 At-Home Pregnancy Testing Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AT-HOME PREGNANCY TESTING MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global At-Home Pregnancy Testing Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to At-Home Pregnancy Testing Market

5.7 ESG Ratings of Leading Companies

6 AT-HOME PREGNANCY TESTING MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global At-Home Pregnancy Testing Sales Market Share by Type (2020-2025)

6.3 Global At-Home Pregnancy Testing Market Size by Type (2020-2025)

6.4 Global At-Home Pregnancy Testing Price by Type (2020-2025)

7 AT-HOME PREGNANCY TESTING MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global At-Home Pregnancy Testing Market Sales by Application (2020-2025)
- 7.3 Global At-Home Pregnancy Testing Market Size (M USD) by Application (2020-2025)
- 7.4 Global At-Home Pregnancy Testing Sales Growth Rate by Application (2020-2025)

8 AT-HOME PREGNANCY TESTING MARKET SALES BY REGION

- 8.1 Global At-Home Pregnancy Testing Sales by Region
 - 8.1.1 Global At-Home Pregnancy Testing Sales by Region
 - 8.1.2 Global At-Home Pregnancy Testing Sales Market Share by Region
- 8.2 Global At-Home Pregnancy Testing Market Size by Region
 - 8.2.1 Global At-Home Pregnancy Testing Market Size by Region
 - 8.2.2 Global At-Home Pregnancy Testing Market Size by Region
- 8.3 North America
 - 8.3.1 North America At-Home Pregnancy Testing Sales by Country
 - 8.3.2 North America At-Home Pregnancy Testing Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe At-Home Pregnancy Testing Sales by Country
 - 8.4.2 Europe At-Home Pregnancy Testing Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific At-Home Pregnancy Testing Sales by Region
 - 8.5.2 Asia Pacific At-Home Pregnancy Testing Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America At-Home Pregnancy Testing Sales by Country

8.6.2 South America At-Home Pregnancy Testing Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa At-Home Pregnancy Testing Sales by Region

8.7.2 Middle East and Africa At-Home Pregnancy Testing Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 AT-HOME PREGNANCY TESTING MARKET PRODUCTION BY REGION

9.1 Global Production of At-Home Pregnancy Testing by Region(2020-2025)

9.2 Global At-Home Pregnancy Testing Revenue Market Share by Region (2020-2025)

9.3 Global At-Home Pregnancy Testing Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America At-Home Pregnancy Testing Production

9.4.1 North America At-Home Pregnancy Testing Production Growth Rate (2020-2025)

9.4.2 North America At-Home Pregnancy Testing Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe At-Home Pregnancy Testing Production

9.5.1 Europe At-Home Pregnancy Testing Production Growth Rate (2020-2025)

9.5.2 Europe At-Home Pregnancy Testing Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan At-Home Pregnancy Testing Production (2020-2025)

9.6.1 Japan At-Home Pregnancy Testing Production Growth Rate (2020-2025)

9.6.2 Japan At-Home Pregnancy Testing Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China At-Home Pregnancy Testing Production (2020-2025)

9.7.1 China At-Home Pregnancy Testing Production Growth Rate (2020-2025)

9.7.2 China At-Home Pregnancy Testing Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 SPD (Clearblue)

- 10.1.1 SPD (Clearblue) Basic Information
- 10.1.2 SPD (Clearblue) At-Home Pregnancy Testing Product Overview
- 10.1.3 SPD (Clearblue) At-Home Pregnancy Testing Product Market Performance
- 10.1.4 SPD (Clearblue) Business Overview
- 10.1.5 SPD (Clearblue) SWOT Analysis
- 10.1.6 SPD (Clearblue) Recent Developments
- 10.2 First Response
 - 10.2.1 First Response Basic Information
 - 10.2.2 First Response At-Home Pregnancy Testing Product Overview
 - 10.2.3 First Response At-Home Pregnancy Testing Product Market Performance
 - 10.2.4 First Response Business Overview
 - 10.2.5 First Response SWOT Analysis
 - 10.2.6 First Response Recent Developments
- 10.3 Gregory Pharmaceutical (e.p.t)
 - 10.3.1 Gregory Pharmaceutical (e.p.t) Basic Information
 - 10.3.2 Gregory Pharmaceutical (e.p.t) At-Home Pregnancy Testing Product Overview
 - 10.3.3 Gregory Pharmaceutical (e.p.t) At-Home Pregnancy Testing Product Market Performance
 - 10.3.4 Gregory Pharmaceutical (e.p.t) Business Overview
 - 10.3.5 Gregory Pharmaceutical (e.p.t) SWOT Analysis
 - 10.3.6 Gregory Pharmaceutical (e.p.t) Recent Developments
- 10.4 EQUINOX
 - 10.4.1 EQUINOX Basic Information
 - 10.4.2 EQUINOX At-Home Pregnancy Testing Product Overview
 - 10.4.3 EQUINOX At-Home Pregnancy Testing Product Market Performance
 - 10.4.4 EQUINOX Business Overview
 - 10.4.5 EQUINOX Recent Developments
- 10.5 Wondfo
 - 10.5.1 Wondfo Basic Information
 - 10.5.2 Wondfo At-Home Pregnancy Testing Product Overview
 - 10.5.3 Wondfo At-Home Pregnancy Testing Product Market Performance
 - 10.5.4 Wondfo Business Overview
 - 10.5.5 Wondfo Recent Developments
- 10.6 Rohto
 - 10.6.1 Rohto Basic Information
 - 10.6.2 Rohto At-Home Pregnancy Testing Product Overview
 - 10.6.3 Rohto At-Home Pregnancy Testing Product Market Performance
 - 10.6.4 Rohto Business Overview
 - 10.6.5 Rohto Recent Developments

10.7 Easy@Home

10.7.1 Easy@Home Basic Information

10.7.2 Easy@Home At-Home Pregnancy Testing Product Overview

10.7.3 Easy@Home At-Home Pregnancy Testing Product Market Performance

10.7.4 Easy@Home Business Overview

10.7.5 Easy@Home Recent Developments

10.8 BlueCross

10.8.1 BlueCross Basic Information

10.8.2 BlueCross At-Home Pregnancy Testing Product Overview

10.8.3 BlueCross At-Home Pregnancy Testing Product Market Performance

10.8.4 BlueCross Business Overview

10.8.5 BlueCross Recent Developments

10.9 Fairhaven Health

10.9.1 Fairhaven Health Basic Information

10.9.2 Fairhaven Health At-Home Pregnancy Testing Product Overview

10.9.3 Fairhaven Health At-Home Pregnancy Testing Product Market Performance

10.9.4 Fairhaven Health Business Overview

10.9.5 Fairhaven Health Recent Developments

10.10 PRIMA Lab

10.10.1 PRIMA Lab Basic Information

10.10.2 PRIMA Lab At-Home Pregnancy Testing Product Overview

10.10.3 PRIMA Lab At-Home Pregnancy Testing Product Market Performance

10.10.4 PRIMA Lab Business Overview

10.10.5 PRIMA Lab Recent Developments

10.11 Cyclotest

10.11.1 Cyclotest Basic Information

10.11.2 Cyclotest At-Home Pregnancy Testing Product Overview

10.11.3 Cyclotest At-Home Pregnancy Testing Product Market Performance

10.11.4 Cyclotest Business Overview

10.11.5 Cyclotest Recent Developments

10.12 Lobeck Medical

10.12.1 Lobeck Medical Basic Information

10.12.2 Lobeck Medical At-Home Pregnancy Testing Product Overview

10.12.3 Lobeck Medical At-Home Pregnancy Testing Product Market Performance

10.12.4 Lobeck Medical Business Overview

10.12.5 Lobeck Medical Recent Developments

11 AT-HOME PREGNANCY TESTING MARKET FORECAST BY REGION

- 11.1 Global At-Home Pregnancy Testing Market Size Forecast
- 11.2 Global At-Home Pregnancy Testing Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe At-Home Pregnancy Testing Market Size Forecast by Country
 - 11.2.3 Asia Pacific At-Home Pregnancy Testing Market Size Forecast by Region
 - 11.2.4 South America At-Home Pregnancy Testing Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of At-Home Pregnancy Testing by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global At-Home Pregnancy Testing Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of At-Home Pregnancy Testing by Type (2026-2035)
 - 12.1.2 Global At-Home Pregnancy Testing Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of At-Home Pregnancy Testing by Type (2026-2035)
- 12.2 Global At-Home Pregnancy Testing Market Forecast by Application (2026-2035)
 - 12.2.1 Global At-Home Pregnancy Testing Sales (K Units) Forecast by Application
 - 12.2.2 Global At-Home Pregnancy Testing Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global At-Home Pregnancy Testing Market Size by Type (M USD)
- Table 4. Global At-Home Pregnancy Testing Market Size by Application
- Table 5. At-Home Pregnancy Testing Market Size Comparison by Region (M USD)
- Table 6. Global At-Home Pregnancy Testing Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global At-Home Pregnancy Testing Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global At-Home Pregnancy Testing Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global At-Home Pregnancy Testing Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in At-Home Pregnancy Testing as of 2025)
- Table 11. Global Market At-Home Pregnancy Testing Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global At-Home Pregnancy Testing Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. At-Home Pregnancy Testing Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global At-Home Pregnancy Testing Sales by Type (K Units)
- Table 27. Global At-Home Pregnancy Testing Market Size by Type (M USD)

- Table 28. Global At-Home Pregnancy Testing Sales (K Units) by Type (2020-2025)
- Table 29. Global At-Home Pregnancy Testing Sales Market Share by Type (2020-2025)
- Table 30. Global At-Home Pregnancy Testing Market Size (M USD) by Type (2020-2025)
- Table 31. Global At-Home Pregnancy Testing Market Share by Type (2020-2025)
- Table 32. Global At-Home Pregnancy Testing Price (USD/Unit) by Type (2020-2025)
- Table 33. Global At-Home Pregnancy Testing Sales (K Units) by Application
- Table 34. Global At-Home Pregnancy Testing Market Size by Application
- Table 35. Global At-Home Pregnancy Testing Sales by Application (2020-2025) & (K Units)
- Table 36. Global At-Home Pregnancy Testing Sales Market Share by Application (2020-2025)
- Table 37. Global At-Home Pregnancy Testing Market Size by Application (2020-2025) & (M USD)
- Table 38. Global At-Home Pregnancy Testing Market Share by Application (2020-2025)
- Table 39. Global At-Home Pregnancy Testing Sales Growth Rate by Application (2020-2025)
- Table 40. Global At-Home Pregnancy Testing Sales by Region (2020-2025) & (K Units)
- Table 41. Global At-Home Pregnancy Testing Sales Market Share by Region (2020-2025)
- Table 42. Global At-Home Pregnancy Testing Market Size by Region (2020-2025) & (M USD)
- Table 43. Global At-Home Pregnancy Testing Market Size by Region (2020-2025)
- Table 44. North America At-Home Pregnancy Testing Sales by Country (2020-2025) & (K Units)
- Table 45. North America At-Home Pregnancy Testing Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe At-Home Pregnancy Testing Sales by Country (2020-2025) & (K Units)
- Table 47. Europe At-Home Pregnancy Testing Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific At-Home Pregnancy Testing Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific At-Home Pregnancy Testing Market Size by Region (2020-2025) & (M USD)
- Table 50. South America At-Home Pregnancy Testing Sales by Country (2020-2025) & (K Units)
- Table 51. South America At-Home Pregnancy Testing Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa At-Home Pregnancy Testing Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa At-Home Pregnancy Testing Market Size by Region (2020-2025) & (M USD)

Table 54. Global At-Home Pregnancy Testing Production (K Units) by Region(2020-2025)

Table 55. Global At-Home Pregnancy Testing Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global At-Home Pregnancy Testing Revenue Market Share by Region (2020-2025)

Table 57. Global At-Home Pregnancy Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America At-Home Pregnancy Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe At-Home Pregnancy Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan At-Home Pregnancy Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China At-Home Pregnancy Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. SPD (Clearblue) Basic Information

Table 63. SPD (Clearblue) At-Home Pregnancy Testing Product Overview

Table 64. SPD (Clearblue) At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. SPD (Clearblue) Business Overview

Table 66. SPD (Clearblue) SWOT Analysis

Table 67. SPD (Clearblue) Recent Developments

Table 68. First Response Basic Information

Table 69. First Response At-Home Pregnancy Testing Product Overview

Table 70. First Response At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. First Response Business Overview

Table 72. First Response SWOT Analysis

Table 73. First Response Recent Developments

Table 74. Gregory Pharmaceutical (e.p.t) Basic Information

Table 75. Gregory Pharmaceutical (e.p.t) At-Home Pregnancy Testing Product Overview

Table 76. Gregory Pharmaceutical (e.p.t) At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 77. Gregory Pharmaceutical (e.p.t) Business Overview
- Table 78. Gregory Pharmaceutical (e.p.t) SWOT Analysis
- Table 79. Gregory Pharmaceutical (e.p.t) Recent Developments
- Table 80. EQUINOX Basic Information
- Table 81. EQUINOX At-Home Pregnancy Testing Product Overview
- Table 82. EQUINOX At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. EQUINOX Business Overview
- Table 84. EQUINOX Recent Developments
- Table 85. Wondfo Basic Information
- Table 86. Wondfo At-Home Pregnancy Testing Product Overview
- Table 87. Wondfo At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Wondfo Business Overview
- Table 89. Wondfo Recent Developments
- Table 90. Rohto Basic Information
- Table 91. Rohto At-Home Pregnancy Testing Product Overview
- Table 92. Rohto At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Rohto Business Overview
- Table 94. Rohto Recent Developments
- Table 95. Easy@Home Basic Information
- Table 96. Easy@Home At-Home Pregnancy Testing Product Overview
- Table 97. Easy@Home At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Easy@Home Business Overview
- Table 99. Easy@Home Recent Developments
- Table 100. BlueCross Basic Information
- Table 101. BlueCross At-Home Pregnancy Testing Product Overview
- Table 102. BlueCross At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. BlueCross Business Overview
- Table 104. BlueCross Recent Developments
- Table 105. Fairhaven Health Basic Information
- Table 106. Fairhaven Health At-Home Pregnancy Testing Product Overview
- Table 107. Fairhaven Health At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Fairhaven Health Business Overview
- Table 109. Fairhaven Health Recent Developments

- Table 110. PRIMA Lab Basic Information
- Table 111. PRIMA Lab At-Home Pregnancy Testing Product Overview
- Table 112. PRIMA Lab At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. PRIMA Lab Business Overview
- Table 114. PRIMA Lab Recent Developments
- Table 115. Cyclotest Basic Information
- Table 116. Cyclotest At-Home Pregnancy Testing Product Overview
- Table 117. Cyclotest At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Cyclotest Business Overview
- Table 119. Cyclotest Recent Developments
- Table 120. Lobeck Medical Basic Information
- Table 121. Lobeck Medical At-Home Pregnancy Testing Product Overview
- Table 122. Lobeck Medical At-Home Pregnancy Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Lobeck Medical Business Overview
- Table 124. Lobeck Medical Recent Developments
- Table 125. Global At-Home Pregnancy Testing Sales Forecast by Region (2026-2035) & (K Units)
- Table 126. Global At-Home Pregnancy Testing Market Size Forecast by Region (2026-2035) & (M USD)
- Table 127. North America At-Home Pregnancy Testing Sales Forecast by Country (2026-2035) & (K Units)
- Table 128. North America At-Home Pregnancy Testing Market Size Forecast by Country (2026-2035) & (M USD)
- Table 129. Europe At-Home Pregnancy Testing Sales Forecast by Country (2026-2035) & (K Units)
- Table 130. Europe At-Home Pregnancy Testing Market Size Forecast by Country (2026-2035) & (M USD)
- Table 131. Asia Pacific At-Home Pregnancy Testing Sales Forecast by Region (2026-2035) & (K Units)
- Table 132. Asia Pacific At-Home Pregnancy Testing Market Size Forecast by Region (2026-2035) & (M USD)
- Table 133. South America At-Home Pregnancy Testing Sales Forecast by Country (2026-2035) & (K Units)
- Table 134. South America At-Home Pregnancy Testing Market Size Forecast by Country (2026-2035) & (M USD)
- Table 135. Middle East and Africa At-Home Pregnancy Testing Sales Forecast by

Country (2026-2035) & (Units)

Table 136. Middle East and Africa At-Home Pregnancy Testing Market Size Forecast by Country (2026-2035) & (M USD)

Table 137. Global At-Home Pregnancy Testing Sales Forecast by Type (2026-2035) & (K Units)

Table 138. Global At-Home Pregnancy Testing Market Size Forecast by Type (2026-2035) & (M USD)

Table 139. Global At-Home Pregnancy Testing Price Forecast by Type (2026-2035) & (USD/Unit)

Table 140. Global At-Home Pregnancy Testing Sales (K Units) Forecast by Application (2026-2035)

Table 141. Global At-Home Pregnancy Testing Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of At-Home Pregnancy Testing
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global At-Home Pregnancy Testing Market Size (M USD), 2025-2035
- Figure 5. Global At-Home Pregnancy Testing Market Size (M USD) (2020-2035)
- Figure 6. Global At-Home Pregnancy Testing Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. At-Home Pregnancy Testing Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global At-Home Pregnancy Testing Product Life Cycle
- Figure 13. At-Home Pregnancy Testing Sales Share by Manufacturers in 2025
- Figure 14. Global At-Home Pregnancy Testing Revenue Share by Manufacturers in 2025
- Figure 15. At-Home Pregnancy Testing Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market At-Home Pregnancy Testing Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by At-Home Pregnancy Testing Revenue in 2025
- Figure 18. Industry Chain Map of At-Home Pregnancy Testing
- Figure 19. Global At-Home Pregnancy Testing Market PEST Analysis
- Figure 20. Global At-Home Pregnancy Testing Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global At-Home Pregnancy Testing Market Share by Type
- Figure 27. Sales Market Share of At-Home Pregnancy Testing by Type (2020-2025)
- Figure 28. Sales Market Share of At-Home Pregnancy Testing by Type in 2025
- Figure 29. Market Share of At-Home Pregnancy Testing by Type (2020-2025)
- Figure 30. Market Share of At-Home Pregnancy Testing by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

- Figure 32. Global At-Home Pregnancy Testing Market Share by Application
- Figure 33. Global At-Home Pregnancy Testing Sales Market Share by Application (2020-2025)
- Figure 34. Global At-Home Pregnancy Testing Sales Market Share by Application in 2025
- Figure 35. Global At-Home Pregnancy Testing Market Share by Application (2020-2025)
- Figure 36. Global At-Home Pregnancy Testing Market Share by Application in 2025
- Figure 37. Global At-Home Pregnancy Testing Sales Growth Rate by Application (2020-2025)
- Figure 38. Global At-Home Pregnancy Testing Sales Market Share by Region (2020-2025)
- Figure 39. Global At-Home Pregnancy Testing Market Size by Region (2020-2025)
- Figure 40. North America At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America At-Home Pregnancy Testing Sales Market Share by Country in 2024
- Figure 43. North America At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America At-Home Pregnancy Testing Market Size by Country in 2024
- Figure 45. U.S. At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada At-Home Pregnancy Testing Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada At-Home Pregnancy Testing Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico At-Home Pregnancy Testing Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico At-Home Pregnancy Testing Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe At-Home Pregnancy Testing Sales Market Share by Country in 2024
- Figure 53. Europe At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe At-Home Pregnancy Testing Market Size by Country in 2024

Figure 55. Germany At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific At-Home Pregnancy Testing Sales and Growth Rate (K Units)

Figure 66. Asia Pacific At-Home Pregnancy Testing Sales Market Share by Region in 2024

Figure 67. Asia Pacific At-Home Pregnancy Testing Market Size by Region in 2024

Figure 68. China At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America At-Home Pregnancy Testing Sales and Growth Rate (K Units)

Figure 79. South America At-Home Pregnancy Testing Sales Market Share by Country in 2024

Figure 80. South America At-Home Pregnancy Testing Market Size and Growth Rate (M USD)

Figure 81. South America At-Home Pregnancy Testing Market Size by Country in 2024

Figure 82. Brazil At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa At-Home Pregnancy Testing Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa At-Home Pregnancy Testing Sales Market Share by Region in 2024

Figure 90. Middle East and Africa At-Home Pregnancy Testing Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa At-Home Pregnancy Testing Market Size by Region in 2024

Figure 92. Saudi Arabia At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025)

& (M USD)

Figure 96. Egypt At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa At-Home Pregnancy Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa At-Home Pregnancy Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global At-Home Pregnancy Testing Production Market Share by Region (2020-2025)

Figure 103. North America At-Home Pregnancy Testing Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe At-Home Pregnancy Testing Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan At-Home Pregnancy Testing Production (K Units) Growth Rate (2020-2025)

Figure 106. China At-Home Pregnancy Testing Production (K Units) Growth Rate (2020-2025)

Figure 107. Global At-Home Pregnancy Testing Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global At-Home Pregnancy Testing Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global At-Home Pregnancy Testing Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global At-Home Pregnancy Testing Market Share Forecast by Type (2026-2035)

Figure 111. Global At-Home Pregnancy Testing Sales Forecast by Application (2026-2035)

Figure 112. Global At-Home Pregnancy Testing Market Share Forecast by Application (2026-2035)

I would like to order

Product name: Global At-Home Pregnancy Testing Market Research Report 2026(Status and Outlook)

Product link: <https://marketpublishers.com/r/G09E7232E3C3EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G09E7232E3C3EN.html>