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Global Point-of-Care or Rapid Testing Market Research Report 2026(Status and Outlook)

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Abstracts

Point-of-care (POC) is defined as medical testing at or near the site of patient care. The driving notion behind POCT is to bring the test conveniently and immediately to the patient. This increases the likelihood that the patient, physician, and care team will receive the results quicker, which allows for immediate clinical management decisions to be made.Point-of-care (POC) or rapid testing refers to medical diagnostic testing conducted near the patient or at the site of care, allowing for quick results without the need for sending samples to a centralized laboratory.

The global Point-of-Care or Rapid Testing market size was estimated at USD 27740.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This

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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 Point-of-Care or Rapid Testing market.

Global Point-of-Care or Rapid 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

Roche

Abbott

Johnson & Johnson

Siemens Healthcare

Danaher

Ascensia

Bio-Rad Laboratories

BioMerieux

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ARKRAY

Nova Biomedical

Trividia Health

Quidel

Accriva

OraSure Technologies

Helena Laboratories

A. Menarini Diagnostics

Abaxis (Zoetis)

Ortho Clinical Diagnostics

Phamatech

Chembio Diagnostics

Sinocare

Wondfo

Yuwell

Runbio

KHB

Wuhan EasyDiagnosis Biomedicine

DAAN GENE

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Market Segmentation (by Type)

Blood Glucose Testing

Infectious Diseases Testing

Cardiac Markers Testing

Coagulation Testing

Pregnancy and Fertility Testing

Blood Gas/Electrolytes Testing

Urinalysis Testing

Others

Market Segmentation (by Application)

Clinics

Hospitals

Laboratory

Others

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)

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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 Point-of-Care or Rapid Testing Market

Overview of the regional outlook of the Point-of-Care or Rapid 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

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development potential, and so on. It offers a high-level view of the current state of the Point-of-Care or Rapid 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 Point-of-Care or Rapid 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

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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

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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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Point-of-Care or Rapid Testing
1.2 Key Market Segments
  1.2.1 Point-of-Care or Rapid Testing Segment by Type
  1.2.2 Point-of-Care or Rapid 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 POINT-OF-CARE OR RAPID TESTING MARKET OVERVIEW

2.1 Global Market Overview
  2.1.1 Global Point-of-Care or Rapid Testing Market Size (M USD) Estimates and Forecasts (2020-2035)
  2.1.2 Global Point-of-Care or Rapid Testing Sales Estimates and Forecasts (2020-2035)
2.2 Market Segment Executive Summary
2.3 Global Market Size by Region

3 POINT-OF-CARE OR RAPID TESTING MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant
3.2 Global Point-of-Care or Rapid Testing Product Life Cycle
3.3 Global Point-of-Care or Rapid Testing Sales by Manufacturers (2020-2025)
3.4 Global Point-of-Care or Rapid Testing Revenue Market Share by Manufacturers (2020-2025)
3.5 Point-of-Care or Rapid Testing Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
3.6 Global Point-of-Care or Rapid Testing Average Price by Manufacturers (2020-2025)
3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types
3.8 Point-of-Care or Rapid Testing Market Competitive Situation and Trends
  3.8.1 Point-of-Care or Rapid Testing Market Concentration Rate
  3.8.2 Global 5 and 10 Largest Point-of-Care or Rapid Testing Players Market Share by

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Revenue
3.8.3 Mergers & Acquisitions, Expansion

4 POINT-OF-CARE OR RAPID TESTING INDUSTRY CHAIN ANALYSIS

4.1 Point-of-Care or Rapid 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 POINT-OF-CARE OR RAPID 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 Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Market
5.7 ESG Ratings of Leading Companies

6 POINT-OF-CARE OR RAPID TESTING MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)
6.2 Global Point-of-Care or Rapid Testing Sales Market Share by Type (2020-2025)
6.3 Global Point-of-Care or Rapid Testing Market Size by Type (2020-2025)
6.4 Global Point-of-Care or Rapid Testing Price by Type (2020-2025)

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info@marketpublishers.com

7 POINT-OF-CARE OR RAPID TESTING MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)
7.2 Global Point-of-Care or Rapid Testing Market Sales by Application (2020-2025)
7.3 Global Point-of-Care or Rapid Testing Market Size (M USD) by Application (2020-2025)
7.4 Global Point-of-Care or Rapid Testing Sales Growth Rate by Application (2020-2025)

8 POINT-OF-CARE OR RAPID TESTING MARKET SALES BY REGION

8.1 Global Point-of-Care or Rapid Testing Sales by Region
  8.1.1 Global Point-of-Care or Rapid Testing Sales by Region
  8.1.2 Global Point-of-Care or Rapid Testing Sales Market Share by Region
8.2 Global Point-of-Care or Rapid Testing Market Size by Region
  8.2.1 Global Point-of-Care or Rapid Testing Market Size by Region
  8.2.2 Global Point-of-Care or Rapid Testing Market Size by Region
8.3 North America
  8.3.1 North America Point-of-Care or Rapid Testing Sales by Country
  8.3.2 North America Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Sales by Country
  8.4.2 Europe Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Sales by Region
  8.5.2 Asia Pacific Point-of-Care or Rapid Testing Market Size by Region
  8.5.3 China Market Overview
  8.5.4 Japan Market Overview
  8.5.5 South Korea Market Overview

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8.5.6 India Market Overview
8.5.7 Southeast Asia Market Overview
8.6 South America
8.6.1 South America Point-of-Care or Rapid Testing Sales by Country
8.6.2 South America Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Sales by Region
8.7.2 Middle East and Africa Point-of-Care or Rapid 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 POINT-OF-CARE OR RAPID TESTING MARKET PRODUCTION BY REGION

9.1 Global Production of Point-of-Care or Rapid Testing by Region(2020-2025)
9.2 Global Point-of-Care or Rapid Testing Revenue Market Share by Region (2020-2025)
9.3 Global Point-of-Care or Rapid Testing Production, Revenue, Price and Gross Margin (2020-2025)
9.4 North America Point-of-Care or Rapid Testing Production
9.4.1 North America Point-of-Care or Rapid Testing Production Growth Rate (2020-2025)
9.4.2 North America Point-of-Care or Rapid Testing Production, Revenue, Price and Gross Margin (2020-2025)
9.5 Europe Point-of-Care or Rapid Testing Production
9.5.1 Europe Point-of-Care or Rapid Testing Production Growth Rate (2020-2025)
9.5.2 Europe Point-of-Care or Rapid Testing Production, Revenue, Price and Gross Margin (2020-2025)
9.6 Japan Point-of-Care or Rapid Testing Production (2020-2025)
9.6.1 Japan Point-of-Care or Rapid Testing Production Growth Rate (2020-2025)
9.6.2 Japan Point-of-Care or Rapid Testing Production, Revenue, Price and Gross Margin (2020-2025)
9.7 China Point-of-Care or Rapid Testing Production (2020-2025)
9.7.1 China Point-of-Care or Rapid Testing Production Growth Rate (2020-2025)

+357 96 030922
info@marketpublishers.com

9.7.2 China Point-of-Care or Rapid Testing Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Roche
10.1.1 Roche Basic Information
10.1.2 Roche Point-of-Care or Rapid Testing Product Overview
10.1.3 Roche Point-of-Care or Rapid Testing Product Market Performance
10.1.4 Roche Business Overview
10.1.5 Roche SWOT Analysis
10.1.6 Roche Recent Developments
10.2 Abbott
10.2.1 Abbott Basic Information
10.2.2 Abbott Point-of-Care or Rapid Testing Product Overview
10.2.3 Abbott Point-of-Care or Rapid Testing Product Market Performance
10.2.4 Abbott Business Overview
10.2.5 Abbott SWOT Analysis
10.2.6 Abbott Recent Developments
10.3 Johnson and Johnson
10.3.1 Johnson and Johnson Basic Information
10.3.2 Johnson and Johnson Point-of-Care or Rapid Testing Product Overview
10.3.3 Johnson and Johnson Point-of-Care or Rapid Testing Product Market Performance
10.3.4 Johnson and Johnson Business Overview
10.3.5 Johnson and Johnson SWOT Analysis
10.3.6 Johnson and Johnson Recent Developments
10.4 Siemens Healthcare
10.4.1 Siemens Healthcare Basic Information
10.4.2 Siemens Healthcare Point-of-Care or Rapid Testing Product Overview
10.4.3 Siemens Healthcare Point-of-Care or Rapid Testing Product Market Performance
10.4.4 Siemens Healthcare Business Overview
10.4.5 Siemens Healthcare Recent Developments
10.5 Danaher
10.5.1 Danaher Basic Information
10.5.2 Danaher Point-of-Care or Rapid Testing Product Overview
10.5.3 Danaher Point-of-Care or Rapid Testing Product Market Performance
10.5.4 Danaher Business Overview

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info@marketpublishers.com

10.5.5 Danaher Recent Developments
10.6 Ascensia
10.6.1 Ascensia Basic Information
10.6.2 Ascensia Point-of-Care or Rapid Testing Product Overview
10.6.3 Ascensia Point-of-Care or Rapid Testing Product Market Performance
10.6.4 Ascensia Business Overview
10.6.5 Ascensia Recent Developments
10.7 Bio-Rad Laboratories
10.7.1 Bio-Rad Laboratories Basic Information
10.7.2 Bio-Rad Laboratories Point-of-Care or Rapid Testing Product Overview
10.7.3 Bio-Rad Laboratories Point-of-Care or Rapid Testing Product Market Performance
10.7.4 Bio-Rad Laboratories Business Overview
10.7.5 Bio-Rad Laboratories Recent Developments
10.8 BioMerieux
10.8.1 BioMerieux Basic Information
10.8.2 BioMerieux Point-of-Care or Rapid Testing Product Overview
10.8.3 BioMerieux Point-of-Care or Rapid Testing Product Market Performance
10.8.4 BioMerieux Business Overview
10.8.5 BioMerieux Recent Developments
10.9 ARKRAY
10.9.1 ARKRAY Basic Information
10.9.2 ARKRAY Point-of-Care or Rapid Testing Product Overview
10.9.3 ARKRAY Point-of-Care or Rapid Testing Product Market Performance
10.9.4 ARKRAY Business Overview
10.9.5 ARKRAY Recent Developments
10.10 Nova Biomedical
10.10.1 Nova Biomedical Basic Information
10.10.2 Nova Biomedical Point-of-Care or Rapid Testing Product Overview
10.10.3 Nova Biomedical Point-of-Care or Rapid Testing Product Market Performance
10.10.4 Nova Biomedical Business Overview
10.10.5 Nova Biomedical Recent Developments
10.11 Trividia Health
10.11.1 Trividia Health Basic Information
10.11.2 Trividia Health Point-of-Care or Rapid Testing Product Overview
10.11.3 Trividia Health Point-of-Care or Rapid Testing Product Market Performance
10.11.4 Trividia Health Business Overview
10.11.5 Trividia Health Recent Developments
10.12 Quidel

+357 96 030922
info@marketpublishers.com

10.12.1 Quidel Basic Information
10.12.2 Quidel Point-of-Care or Rapid Testing Product Overview
10.12.3 Quidel Point-of-Care or Rapid Testing Product Market Performance
10.12.4 Quidel Business Overview
10.12.5 Quidel Recent Developments
10.13 Accriva
10.13.1 Accriva Basic Information
10.13.2 Accriva Point-of-Care or Rapid Testing Product Overview
10.13.3 Accriva Point-of-Care or Rapid Testing Product Market Performance
10.13.4 Accriva Business Overview
10.13.5 Accriva Recent Developments
10.14 OraSure Technologies
10.14.1 OraSure Technologies Basic Information
10.14.2 OraSure Technologies Point-of-Care or Rapid Testing Product Overview
10.14.3 OraSure Technologies Point-of-Care or Rapid Testing Product Market Performance
10.14.4 OraSure Technologies Business Overview
10.14.5 OraSure Technologies Recent Developments
10.15 Helena Laboratories
10.15.1 Helena Laboratories Basic Information
10.15.2 Helena Laboratories Point-of-Care or Rapid Testing Product Overview
10.15.3 Helena Laboratories Point-of-Care or Rapid Testing Product Market Performance
10.15.4 Helena Laboratories Business Overview
10.15.5 Helena Laboratories Recent Developments
10.16 A. Menarini Diagnostics
10.16.1 A. Menarini Diagnostics Basic Information
10.16.2 A. Menarini Diagnostics Point-of-Care or Rapid Testing Product Overview
10.16.3 A. Menarini Diagnostics Point-of-Care or Rapid Testing Product Market Performance
10.16.4 A. Menarini Diagnostics Business Overview
10.16.5 A. Menarini Diagnostics Recent Developments
10.17 Abaxis (Zoetis)
10.17.1 Abaxis (Zoetis) Basic Information
10.17.2 Abaxis (Zoetis) Point-of-Care or Rapid Testing Product Overview
10.17.3 Abaxis (Zoetis) Point-of-Care or Rapid Testing Product Market Performance
10.17.4 Abaxis (Zoetis) Business Overview
10.17.5 Abaxis (Zoetis) Recent Developments
10.18 Ortho Clinical Diagnostics

+357 96 030922
info@marketpublishers.com

10.18.1 Ortho Clinical Diagnostics Basic Information
10.18.2 Ortho Clinical Diagnostics Point-of-Care or Rapid Testing Product Overview
10.18.3 Ortho Clinical Diagnostics Point-of-Care or Rapid Testing Product Market Performance
10.18.4 Ortho Clinical Diagnostics Business Overview
10.18.5 Ortho Clinical Diagnostics Recent Developments
10.19 Phamatech
10.19.1 Phamatech Basic Information
10.19.2 Phamatech Point-of-Care or Rapid Testing Product Overview
10.19.3 Phamatech Point-of-Care or Rapid Testing Product Market Performance
10.19.4 Phamatech Business Overview
10.19.5 Phamatech Recent Developments
10.20 Chembio Diagnostics
10.20.1 Chembio Diagnostics Basic Information
10.20.2 Chembio Diagnostics Point-of-Care or Rapid Testing Product Overview
10.20.3 Chembio Diagnostics Point-of-Care or Rapid Testing Product Market Performance
10.20.4 Chembio Diagnostics Business Overview
10.20.5 Chembio Diagnostics Recent Developments
10.21 Sinocare
10.21.1 Sinocare Basic Information
10.21.2 Sinocare Point-of-Care or Rapid Testing Product Overview
10.21.3 Sinocare Point-of-Care or Rapid Testing Product Market Performance
10.21.4 Sinocare Business Overview
10.21.5 Sinocare Recent Developments
10.22 Wondfo
10.22.1 Wondfo Basic Information
10.22.2 Wondfo Point-of-Care or Rapid Testing Product Overview
10.22.3 Wondfo Point-of-Care or Rapid Testing Product Market Performance
10.22.4 Wondfo Business Overview
10.22.5 Wondfo Recent Developments
10.23 Yuwell
10.23.1 Yuwell Basic Information
10.23.2 Yuwell Point-of-Care or Rapid Testing Product Overview
10.23.3 Yuwell Point-of-Care or Rapid Testing Product Market Performance
10.23.4 Yuwell Business Overview
10.23.5 Yuwell Recent Developments
10.24 Runbio
10.24.1 Runbio Basic Information

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info@marketpublishers.com

10.24.2 Runbio Point-of-Care or Rapid Testing Product Overview
10.24.3 Runbio Point-of-Care or Rapid Testing Product Market Performance
10.24.4 Runbio Business Overview
10.24.5 Runbio Recent Developments
10.25 KHB
10.25.1 KHB Basic Information
10.25.2 KHB Point-of-Care or Rapid Testing Product Overview
10.25.3 KHB Point-of-Care or Rapid Testing Product Market Performance
10.25.4 KHB Business Overview
10.25.5 KHB Recent Developments
10.26 Wuhan EasyDiagnosis Biomedicine
10.26.1 Wuhan EasyDiagnosis Biomedicine Basic Information
10.26.2 Wuhan EasyDiagnosis Biomedicine Point-of-Care or Rapid Testing Product Overview
10.26.3 Wuhan EasyDiagnosis Biomedicine Point-of-Care or Rapid Testing Product Market Performance
10.26.4 Wuhan EasyDiagnosis Biomedicine Business Overview
10.26.5 Wuhan EasyDiagnosis Biomedicine Recent Developments
10.27 DAAN GENE
10.27.1 DAAN GENE Basic Information
10.27.2 DAAN GENE Point-of-Care or Rapid Testing Product Overview
10.27.3 DAAN GENE Point-of-Care or Rapid Testing Product Market Performance
10.27.4 DAAN GENE Business Overview
10.27.5 DAAN GENE Recent Developments

11 POINT-OF-CARE OR RAPID TESTING MARKET FORECAST BY REGION

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

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

12.1 Global Point-of-Care or Rapid Testing Market Forecast by Type (2026-2035)

+357 96 030922
info@marketpublishers.com

12.1.1 Global Forecasted Sales of Point-of-Care or Rapid Testing by Type (2026-2035)
12.1.2 Global Point-of-Care or Rapid Testing Market Size Forecast by Type (2026-2035)
12.1.3 Global Forecasted Price of Point-of-Care or Rapid Testing by Type (2026-2035)
12.2 Global Point-of-Care or Rapid Testing Market Forecast by Application (2026-2035)
12.2.1 Global Point-of-Care or Rapid Testing Sales (K Units) Forecast by Application
12.2.2 Global Point-of-Care or Rapid Testing Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

+357 96 030922
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List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Point-of-Care or Rapid Testing Market Size by Type (M USD)
Table 4. Global Point-of-Care or Rapid Testing Market Size by Application
Table 5. Point-of-Care or Rapid Testing Market Size Comparison by Region (M USD)
Table 6. Global Point-of-Care or Rapid Testing Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Point-of-Care or Rapid Testing Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Point-of-Care or Rapid Testing Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Point-of-Care or Rapid Testing Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Point-of-Care or Rapid Testing as of 2025)
Table 11. Global Market Point-of-Care or Rapid 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 Point-of-Care or Rapid 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. Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Sales by Type (K Units)
Table 27. Global Point-of-Care or Rapid Testing Market Size by Type (M USD)

+357 96 030922
info@marketpublishers.com

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

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& (K Units)
Table 51. South America Point-of-Care or Rapid Testing Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Point-of-Care or Rapid Testing Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Point-of-Care or Rapid Testing Market Size by Region (2020-2025) & (M USD)
Table 54. Global Point-of-Care or Rapid Testing Production (K Units) by Region(2020-2025)
Table 55. Global Point-of-Care or Rapid Testing Revenue (US$ Million) by Region (2020-2025)
Table 56. Global Point-of-Care or Rapid Testing Revenue Market Share by Region (2020-2025)
Table 57. Global Point-of-Care or Rapid Testing Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Point-of-Care or Rapid Testing Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Point-of-Care or Rapid Testing Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Point-of-Care or Rapid Testing Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Point-of-Care or Rapid Testing Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Roche Basic Information
Table 63. Roche Point-of-Care or Rapid Testing Product Overview
Table 64. Roche Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 65. Roche Business Overview
Table 66. Roche SWOT Analysis
Table 67. Roche Recent Developments
Table 68. Abbott Basic Information
Table 69. Abbott Point-of-Care or Rapid Testing Product Overview
Table 70. Abbott Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Abbott Business Overview
Table 72. Abbott SWOT Analysis
Table 73. Abbott Recent Developments
Table 74. Johnson and Johnson Basic Information
Table 75. Johnson and Johnson Point-of-Care or Rapid Testing Product Overview

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Table 76. Johnson and Johnson Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Johnson and Johnson Business Overview
Table 78. Johnson and Johnson SWOT Analysis
Table 79. Johnson and Johnson Recent Developments
Table 80. Siemens Healthcare Basic Information
Table 81. Siemens Healthcare Point-of-Care or Rapid Testing Product Overview
Table 82. Siemens Healthcare Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. Siemens Healthcare Business Overview
Table 84. Siemens Healthcare Recent Developments
Table 85. Danaher Basic Information
Table 86. Danaher Point-of-Care or Rapid Testing Product Overview
Table 87. Danaher Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Danaher Business Overview
Table 89. Danaher Recent Developments
Table 90. Ascensia Basic Information
Table 91. Ascensia Point-of-Care or Rapid Testing Product Overview
Table 92. Ascensia Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Ascensia Business Overview
Table 94. Ascensia Recent Developments
Table 95. Bio-Rad Laboratories Basic Information
Table 96. Bio-Rad Laboratories Point-of-Care or Rapid Testing Product Overview
Table 97. Bio-Rad Laboratories Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. Bio-Rad Laboratories Business Overview
Table 99. Bio-Rad Laboratories Recent Developments
Table 100. BioMerieux Basic Information
Table 101. BioMerieux Point-of-Care or Rapid Testing Product Overview
Table 102. BioMerieux Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. BioMerieux Business Overview
Table 104. BioMerieux Recent Developments
Table 105. ARKRAY Basic Information
Table 106. ARKRAY Point-of-Care or Rapid Testing Product Overview
Table 107. ARKRAY Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

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Table 108. ARKRAY Business Overview
Table 109. ARKRAY Recent Developments
Table 110. Nova Biomedical Basic Information
Table 111. Nova Biomedical Point-of-Care or Rapid Testing Product Overview
Table 112. Nova Biomedical Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 113. Nova Biomedical Business Overview
Table 114. Nova Biomedical Recent Developments
Table 115. Trividia Health Basic Information
Table 116. Trividia Health Point-of-Care or Rapid Testing Product Overview
Table 117. Trividia Health Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 118. Trividia Health Business Overview
Table 119. Trividia Health Recent Developments
Table 120. Quidel Basic Information
Table 121. Quidel Point-of-Care or Rapid Testing Product Overview
Table 122. Quidel Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 123. Quidel Business Overview
Table 124. Quidel Recent Developments
Table 125. Accriva Basic Information
Table 126. Accriva Point-of-Care or Rapid Testing Product Overview
Table 127. Accriva Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 128. Accriva Business Overview
Table 129. Accriva Recent Developments
Table 130. OraSure Technologies Basic Information
Table 131. OraSure Technologies Point-of-Care or Rapid Testing Product Overview
Table 132. OraSure Technologies Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. OraSure Technologies Business Overview
Table 134. OraSure Technologies Recent Developments
Table 135. Helena Laboratories Basic Information
Table 136. Helena Laboratories Point-of-Care or Rapid Testing Product Overview
Table 137. Helena Laboratories Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 138. Helena Laboratories Business Overview
Table 139. Helena Laboratories Recent Developments
Table 140. A. Menarini Diagnostics Basic Information

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Table 141. A. Menarini Diagnostics Point-of-Care or Rapid Testing Product Overview
Table 142. A. Menarini Diagnostics Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 143. A. Menarini Diagnostics Business Overview
Table 144. A. Menarini Diagnostics Recent Developments
Table 145. Abaxis (Zoetis) Basic Information
Table 146. Abaxis (Zoetis) Point-of-Care or Rapid Testing Product Overview
Table 147. Abaxis (Zoetis) Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 148. Abaxis (Zoetis) Business Overview
Table 149. Abaxis (Zoetis) Recent Developments
Table 150. Ortho Clinical Diagnostics Basic Information
Table 151. Ortho Clinical Diagnostics Point-of-Care or Rapid Testing Product Overview
Table 152. Ortho Clinical Diagnostics Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 153. Ortho Clinical Diagnostics Business Overview
Table 154. Ortho Clinical Diagnostics Recent Developments
Table 155. Phamatech Basic Information
Table 156. Phamatech Point-of-Care or Rapid Testing Product Overview
Table 157. Phamatech Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 158. Phamatech Business Overview
Table 159. Phamatech Recent Developments
Table 160. Chembio Diagnostics Basic Information
Table 161. Chembio Diagnostics Point-of-Care or Rapid Testing Product Overview
Table 162. Chembio Diagnostics Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 163. Chembio Diagnostics Business Overview
Table 164. Chembio Diagnostics Recent Developments
Table 165. Sinocare Basic Information
Table 166. Sinocare Point-of-Care or Rapid Testing Product Overview
Table 167. Sinocare Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 168. Sinocare Business Overview
Table 169. Sinocare Recent Developments
Table 170. Wondfo Basic Information
Table 171. Wondfo Point-of-Care or Rapid Testing Product Overview
Table 172. Wondfo Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

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Table 173. Wondfo Business Overview
Table 174. Wondfo Recent Developments
Table 175. Yuwell Basic Information
Table 176. Yuwell Point-of-Care or Rapid Testing Product Overview
Table 177. Yuwell Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 178. Yuwell Business Overview
Table 179. Yuwell Recent Developments
Table 180. Runbio Basic Information
Table 181. Runbio Point-of-Care or Rapid Testing Product Overview
Table 182. Runbio Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 183. Runbio Business Overview
Table 184. Runbio Recent Developments
Table 185. KHB Basic Information
Table 186. KHB Point-of-Care or Rapid Testing Product Overview
Table 187. KHB Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 188. KHB Business Overview
Table 189. KHB Recent Developments
Table 190. Wuhan EasyDiagnosis Biomedicine Basic Information
Table 191. Wuhan EasyDiagnosis Biomedicine Point-of-Care or Rapid Testing Product Overview
Table 192. Wuhan EasyDiagnosis Biomedicine Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 193. Wuhan EasyDiagnosis Biomedicine Business Overview
Table 194. Wuhan EasyDiagnosis Biomedicine Recent Developments
Table 195. DAAN GENE Basic Information
Table 196. DAAN GENE Point-of-Care or Rapid Testing Product Overview
Table 197. DAAN GENE Point-of-Care or Rapid Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 198. DAAN GENE Business Overview
Table 199. DAAN GENE Recent Developments
Table 200. Global Point-of-Care or Rapid Testing Sales Forecast by Region (2026-2035) & (K Units)
Table 201. Global Point-of-Care or Rapid Testing Market Size Forecast by Region (2026-2035) & (M USD)
Table 202. North America Point-of-Care or Rapid Testing Sales Forecast by Country (2026-2035) & (K Units)

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Table 203. North America Point-of-Care or Rapid Testing Market Size Forecast by Country (2026-2035) & (M USD)
Table 204. Europe Point-of-Care or Rapid Testing Sales Forecast by Country (2026-2035) & (K Units)
Table 205. Europe Point-of-Care or Rapid Testing Market Size Forecast by Country (2026-2035) & (M USD)
Table 206. Asia Pacific Point-of-Care or Rapid Testing Sales Forecast by Region (2026-2035) & (K Units)
Table 207. Asia Pacific Point-of-Care or Rapid Testing Market Size Forecast by Region (2026-2035) & (M USD)
Table 208. South America Point-of-Care or Rapid Testing Sales Forecast by Country (2026-2035) & (K Units)
Table 209. South America Point-of-Care or Rapid Testing Market Size Forecast by Country (2026-2035) & (M USD)
Table 210. Middle East and Africa Point-of-Care or Rapid Testing Sales Forecast by Country (2026-2035) & (Units)
Table 211. Middle East and Africa Point-of-Care or Rapid Testing Market Size Forecast by Country (2026-2035) & (M USD)
Table 212. Global Point-of-Care or Rapid Testing Sales Forecast by Type (2026-2035) & (K Units)
Table 213. Global Point-of-Care or Rapid Testing Market Size Forecast by Type (2026-2035) & (M USD)
Table 214. Global Point-of-Care or Rapid Testing Price Forecast by Type (2026-2035) & (USD/Unit)
Table 215. Global Point-of-Care or Rapid Testing Sales (K Units) Forecast by Application (2026-2035)
Table 216. Global Point-of-Care or Rapid Testing Market Size Forecast by Application (2026-2035) & (M USD)

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List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Point-of-Care or Rapid Testing
Figure 2. Data Triangulation
Figure 3. Key Caveats
Figure 4. Global Point-of-Care or Rapid Testing Market Size (M USD), 2025-2035
Figure 5. Global Point-of-Care or Rapid Testing Market Size (M USD) (2020-2035)
Figure 6. Global Point-of-Care or Rapid 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. Point-of-Care or Rapid Testing Market Size by Country (M USD)
Figure 11. Company Assessment Quadrant
Figure 12. Global Point-of-Care or Rapid Testing Product Life Cycle
Figure 13. Point-of-Care or Rapid Testing Sales Share by Manufacturers in 2025
Figure 14. Global Point-of-Care or Rapid Testing Revenue Share by Manufacturers in 2025
Figure 15. Point-of-Care or Rapid Testing Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
Figure 16. Global Market Point-of-Care or Rapid Testing Average Price (USD/Unit) of Key Manufacturers in 2025
Figure 17. The Global 5 and 10 Largest Players: Market Share by Point-of-Care or Rapid Testing Revenue in 2025
Figure 18. Industry Chain Map of Point-of-Care or Rapid Testing
Figure 19. Global Point-of-Care or Rapid Testing Market PEST Analysis
Figure 20. Global Point-of-Care or Rapid 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 Point-of-Care or Rapid Testing Market Share by Type
Figure 27. Sales Market Share of Point-of-Care or Rapid Testing by Type (2020-2025)
Figure 28. Sales Market Share of Point-of-Care or Rapid Testing by Type in 2025
Figure 29. Market Share of Point-of-Care or Rapid Testing by Type (2020-2025)
Figure 30. Market Share of Point-of-Care or Rapid Testing by Type in 2025
Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

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

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Figure 53. Europe Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 54. Europe Point-of-Care or Rapid Testing Market Size by Country in 2024
Figure 55. Germany Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 56. Germany Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 57. France Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 58. France Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 59. U.K. Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 60. U.K. Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 61. Italy Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 62. Italy Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 63. Spain Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 64. Spain Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 65. Asia Pacific Point-of-Care or Rapid Testing Sales and Growth Rate (K Units)
Figure 66. Asia Pacific Point-of-Care or Rapid Testing Sales Market Share by Region in 2024
Figure 67. Asia Pacific Point-of-Care or Rapid Testing Market Size by Region in 2024
Figure 68. China Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 69. China Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 70. Japan Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 71. Japan Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 72. South Korea Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 73. South Korea Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)

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Figure 74. India Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 75. India Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 76. Southeast Asia Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 77. Southeast Asia Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 78. South America Point-of-Care or Rapid Testing Sales and Growth Rate (K Units)
Figure 79. South America Point-of-Care or Rapid Testing Sales Market Share by Country in 2024
Figure 80. South America Point-of-Care or Rapid Testing Market Size and Growth Rate (M USD)
Figure 81. South America Point-of-Care or Rapid Testing Market Size by Country in 2024
Figure 82. Brazil Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 83. Brazil Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 84. Argentina Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 85. Argentina Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 86. Columbia Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 87. Columbia Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 88. Middle East and Africa Point-of-Care or Rapid Testing Sales and Growth Rate (K Units)
Figure 89. Middle East and Africa Point-of-Care or Rapid Testing Sales Market Share by Region in 2024
Figure 90. Middle East and Africa Point-of-Care or Rapid Testing Market Size and Growth Rate (M USD)
Figure 91. Middle East and Africa Point-of-Care or Rapid Testing Market Size by Region in 2024
Figure 92. Saudi Arabia Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 93. Saudi Arabia Point-of-Care or Rapid Testing Market Size and Growth Rate

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(2020-2025) & (M USD)
Figure 94. UAE Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 95. UAE Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 96. Egypt Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 97. Egypt Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 98. Nigeria Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 99. Nigeria Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 100. South Africa Point-of-Care or Rapid Testing Sales and Growth Rate (2020-2025) & (K Units)
Figure 101. South Africa Point-of-Care or Rapid Testing Market Size and Growth Rate (2020-2025) & (M USD)
Figure 102. Global Point-of-Care or Rapid Testing Production Market Share by Region (2020-2025)
Figure 103. North America Point-of-Care or Rapid Testing Production (K Units) Growth Rate (2020-2025)
Figure 104. Europe Point-of-Care or Rapid Testing Production (K Units) Growth Rate (2020-2025)
Figure 105. Japan Point-of-Care or Rapid Testing Production (K Units) Growth Rate (2020-2025)
Figure 106. China Point-of-Care or Rapid Testing Production (K Units) Growth Rate (2020-2025)
Figure 107. Global Point-of-Care or Rapid Testing Sales Forecast by Volume (2020-2035) & (K Units)
Figure 108. Global Point-of-Care or Rapid Testing Market Size Forecast by Value (2020-2035) & (M USD)
Figure 109. Global Point-of-Care or Rapid Testing Sales Market Share Forecast by Type (2026-2035)
Figure 110. Global Point-of-Care or Rapid Testing Market Share Forecast by Type (2026-2035)
Figure 111. Global Point-of-Care or Rapid Testing Sales Forecast by Application (2026-2035)
Figure 112. Global Point-of-Care or Rapid Testing Market Share Forecast by Application (2026-2035)

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