

# Global At-home Molecular Diagnostic Device Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global At-home Molecular Diagnostic Device market size was valued at US\$ 773 million in 2025 and is forecast to a readjusted size of US\$ 2919 million by 2032 with a CAGR of 16.5% during review period.

An At-home Molecular Diagnostic Device refers to a molecular diagnostic hardware platform and its matched disposable test cartridge or reagent system designed for household, self-testing, or near-home use. It typically applies nucleic acid amplification, isothermal amplification, microfluidics, fluorescence detection, chip-based reactions, or digital readout technologies to detect pathogens, genetic markers, or disease-related nucleic acid signals from nasal swabs, saliva, urine, vaginal swabs, blood, or other human samples. These devices emphasize simplified operation, closed sample processing, automated result interpretation, and remote data connectivity, enabling certain molecular tests that traditionally relied on central laboratories to move into homes, pharmacies, primary care settings, and telehealth scenarios. Their core value lies in improving test accessibility, shortening diagnostic waiting time, supporting early screening and treatment, and enabling personalized health management, making them an important product form in the transition of molecular diagnostics from hospital laboratories to consumer-level and distributed healthcare. The average gross profit margin of this product is 42%.

At-home molecular diagnostic devices are entering a critical window driven by the miniaturization of molecular testing technologies, the decentralization of healthcare delivery, and rising consumer awareness of health management. After the pandemic, home testing achieved broad market education, and users, physicians, and regulators

became more familiar with home sampling, rapid results, and telehealth connectivity. Compared with traditional antigen or immunoassay-based rapid tests, molecular diagnostic devices offer greater technological potential in sensitivity, early detection, and scenario expansion, extending from respiratory infections to sexually transmitted infections, women's health, genetic risk, chronic disease management, and medication guidance. For CEOs, marketing leaders, and investors, the value of this industry lies not only in selling a device, but also in building recurring demand and a data loop around hardware platforms, disposable cartridges, digital health accounts, and telehealth services.

The commercialization challenge for at-home molecular diagnostic devices lies in the need to deliver both laboratory-level performance and consumer-level usability. Products must provide stable nucleic acid extraction, amplification, contamination control, and result interpretation, while allowing non-professional users to complete sampling, testing, reading, and result understanding with a low error rate in a home environment. Regulators place high expectations on home-use diagnostics in terms of safety, effectiveness, understandable instructions, misinterpretation risk, and user-behavior validation, requiring companies to invest heavily in clinical validation, human factors engineering, and quality systems. Commercially, companies also face challenges related to device pricing, cartridge cost, channel education, physician prescription linkage, and after-sales support. If test results cannot be smoothly connected to medical consultation, medication access, or follow-up care, user value will be weakened. Therefore, real competition in this field is not about a single testing technology, but about the integrated strength of product reliability, user experience, compliance capability, and healthcare-loop integration.

Downstream demand for at-home molecular diagnostic devices will gradually expand from immediate infectious disease assessment to home health management, telehealth, and distributed testing networks. Respiratory infection testing remains the most intuitive and high-frequency entry scenario for consumers, especially for family self-testing, return-to-work or school decisions, and early treatment guidance. Sexual health and women's health also have strong potential because they involve privacy-sensitive needs, limited willingness to seek in-person care, and high value from rapid results. In the future, pharmacies, online healthcare platforms, insurance-based health management programs, corporate wellness benefits, and primary care institutions may all become important channels for reaching end users. Customer focus will shift from 'whether testing can be done at home' to 'whether the result is trustworthy, whether it can guide the next medical action, and whether the product has continuous-use value.' Platform-based products and menu expansion capability will determine whether

companies can move from one-time testing to long-term user relationships.

This report is a detailed and comprehensive analysis for global At-home Molecular Diagnostic Device market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global At-home Molecular Diagnostic Device market size and forecasts, in consumption value (\$ Million), 2021-2032

Global At-home Molecular Diagnostic Device market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global At-home Molecular Diagnostic Device market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global At-home Molecular Diagnostic Device market shares of main players, in revenue (\$ Million), 2021-2026

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for At-home Molecular Diagnostic Device

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global At-home Molecular Diagnostic Device market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Lucira Health, Cue Health, Visby Medical,

Aptitude Medical Systems, Sherlock Biosciences, Ellume, Detect, Ustar Biotechnologies, Sansure Biotech, Daan Gene, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### Market segmentation

At-home Molecular Diagnostic Device market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

At-Home NAAT Analyzer

Disposable Molecular Test

Isothermal Amplification Device

PCR Microdevice

Other

### Market segment by Test Area

Respiratory Infection Testing

Sexual Health Testing

Genetic And Wellness Testing

Chronic Disease Monitoring

Consumer Screening

Other

### Market segment by Use Model

- OTC Consumer Use
- Prescription Home Use
- Remote Care Use
- Pharmacy Retail Use
- Clinical Trial Decentralized Use
- Other

### Market segment by Application

- Home
- Retail Pharmacy
- Other

### Market segment by players, this report covers

- Lucira Health
- Cue Health
- Visby Medical
- Aptitude Medical Systems
- Sherlock Biosciences
- Ellume

Detect

Ustar Biotechnologies

Sansure Biotech

Daan Gene

Rendu Biotechnology

BGI Genomics

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe At-home Molecular Diagnostic Device product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of At-home Molecular Diagnostic Device, with revenue, gross margin, and global market share of At-home Molecular Diagnostic Device from 2021 to 2026.

Chapter 3, the At-home Molecular Diagnostic Device competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and At-home Molecular Diagnostic Device market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of At-home Molecular Diagnostic Device.

Chapter 13, to describe At-home Molecular Diagnostic Device research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Product Overview and Scope

#### 1.2 Market Estimation Caveats and Base Year

#### 1.3 Classification of At-home Molecular Diagnostic Device by Type

##### 1.3.1 Overview: Global At-home Molecular Diagnostic Device Market Size by Type: 2021 Versus 2025 Versus 2032

##### 1.3.2 Global At-home Molecular Diagnostic Device Consumption Value Market Share by Type in 2025

##### 1.3.3 At-Home NAAT Analyzer

##### 1.3.4 Disposable Molecular Test

##### 1.3.5 Isothermal Amplification Device

##### 1.3.6 PCR Microdevice

##### 1.3.7 Other

#### 1.4 Classification of At-home Molecular Diagnostic Device by Test Area

##### 1.4.1 Overview: Global At-home Molecular Diagnostic Device Market Size by Test Area: 2021 Versus 2025 Versus 2032

##### 1.4.2 Global At-home Molecular Diagnostic Device Consumption Value Market Share by Test Area in 2025

##### 1.4.3 Respiratory Infection Testing

##### 1.4.4 Sexual Health Testing

##### 1.4.5 Genetic And Wellness Testing

##### 1.4.6 Chronic Disease Monitoring

##### 1.4.7 Consumer Screening

##### 1.4.8 Other

#### 1.5 Classification of At-home Molecular Diagnostic Device by Use Model

##### 1.5.1 Overview: Global At-home Molecular Diagnostic Device Market Size by Use Model: 2021 Versus 2025 Versus 2032

##### 1.5.2 Global At-home Molecular Diagnostic Device Consumption Value Market Share by Use Model in 2025

##### 1.5.3 OTC Consumer Use

##### 1.5.4 Prescription Home Use

##### 1.5.5 Remote Care Use

##### 1.5.6 Pharmacy Retail Use

##### 1.5.7 Clinical Trial Decentralized Use

##### 1.5.8 Other

#### 1.6 Global At-home Molecular Diagnostic Device Market by Application

- 1.6.1 Overview: Global At-home Molecular Diagnostic Device Market Size by Application: 2021 Versus 2025 Versus 2032
- 1.6.2 Home
- 1.6.3 Retail Pharmacy
- 1.6.4 Other
- 1.7 Global At-home Molecular Diagnostic Device Market Size & Forecast
- 1.8 Global At-home Molecular Diagnostic Device Market Size and Forecast by Region
  - 1.8.1 Global At-home Molecular Diagnostic Device Market Size by Region: 2021 VS 2025 VS 2032
  - 1.8.2 Global At-home Molecular Diagnostic Device Market Size by Region, (2021-2032)
  - 1.8.3 North America At-home Molecular Diagnostic Device Market Size and Prospect (2021-2032)
  - 1.8.4 Europe At-home Molecular Diagnostic Device Market Size and Prospect (2021-2032)
  - 1.8.5 Asia-Pacific At-home Molecular Diagnostic Device Market Size and Prospect (2021-2032)
  - 1.8.6 South America At-home Molecular Diagnostic Device Market Size and Prospect (2021-2032)
  - 1.8.7 Middle East & Africa At-home Molecular Diagnostic Device Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

- 2.1 Lucira Health
  - 2.1.1 Lucira Health Details
  - 2.1.2 Lucira Health Major Business
  - 2.1.3 Lucira Health At-home Molecular Diagnostic Device Product and Solutions
  - 2.1.4 Lucira Health At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.1.5 Lucira Health Recent Developments and Future Plans
- 2.2 Cue Health
  - 2.2.1 Cue Health Details
  - 2.2.2 Cue Health Major Business
  - 2.2.3 Cue Health At-home Molecular Diagnostic Device Product and Solutions
  - 2.2.4 Cue Health At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 Cue Health Recent Developments and Future Plans
- 2.3 Visby Medical

- 2.3.1 Visby Medical Details
- 2.3.2 Visby Medical Major Business
- 2.3.3 Visby Medical At-home Molecular Diagnostic Device Product and Solutions
- 2.3.4 Visby Medical At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
- 2.3.5 Visby Medical Recent Developments and Future Plans
- 2.4 Aptitude Medical Systems
  - 2.4.1 Aptitude Medical Systems Details
  - 2.4.2 Aptitude Medical Systems Major Business
  - 2.4.3 Aptitude Medical Systems At-home Molecular Diagnostic Device Product and Solutions
  - 2.4.4 Aptitude Medical Systems At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 Aptitude Medical Systems Recent Developments and Future Plans
- 2.5 Sherlock Biosciences
  - 2.5.1 Sherlock Biosciences Details
  - 2.5.2 Sherlock Biosciences Major Business
  - 2.5.3 Sherlock Biosciences At-home Molecular Diagnostic Device Product and Solutions
  - 2.5.4 Sherlock Biosciences At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Sherlock Biosciences Recent Developments and Future Plans
- 2.6 Ellume
  - 2.6.1 Ellume Details
  - 2.6.2 Ellume Major Business
  - 2.6.3 Ellume At-home Molecular Diagnostic Device Product and Solutions
  - 2.6.4 Ellume At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 Ellume Recent Developments and Future Plans
- 2.7 Detect
  - 2.7.1 Detect Details
  - 2.7.2 Detect Major Business
  - 2.7.3 Detect At-home Molecular Diagnostic Device Product and Solutions
  - 2.7.4 Detect At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 Detect Recent Developments and Future Plans
- 2.8 Ustar Biotechnologies
  - 2.8.1 Ustar Biotechnologies Details
  - 2.8.2 Ustar Biotechnologies Major Business

2.8.3 Ustar Biotechnologies At-home Molecular Diagnostic Device Product and Solutions

2.8.4 Ustar Biotechnologies At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Ustar Biotechnologies Recent Developments and Future Plans

2.9 Sansure Biotech

2.9.1 Sansure Biotech Details

2.9.2 Sansure Biotech Major Business

2.9.3 Sansure Biotech At-home Molecular Diagnostic Device Product and Solutions

2.9.4 Sansure Biotech At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Sansure Biotech Recent Developments and Future Plans

2.10 Daan Gene

2.10.1 Daan Gene Details

2.10.2 Daan Gene Major Business

2.10.3 Daan Gene At-home Molecular Diagnostic Device Product and Solutions

2.10.4 Daan Gene At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Daan Gene Recent Developments and Future Plans

2.11 Rendu Biotechnology

2.11.1 Rendu Biotechnology Details

2.11.2 Rendu Biotechnology Major Business

2.11.3 Rendu Biotechnology At-home Molecular Diagnostic Device Product and Solutions

2.11.4 Rendu Biotechnology At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Rendu Biotechnology Recent Developments and Future Plans

2.12 BGI Genomics

2.12.1 BGI Genomics Details

2.12.2 BGI Genomics Major Business

2.12.3 BGI Genomics At-home Molecular Diagnostic Device Product and Solutions

2.12.4 BGI Genomics At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 BGI Genomics Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

3.1 Global At-home Molecular Diagnostic Device Revenue and Share by Players (2021-2026)

### 3.2 Market Share Analysis (2025)

3.2.1 Market Share of At-home Molecular Diagnostic Device by Company Revenue

3.2.2 Top 3 At-home Molecular Diagnostic Device Players Market Share in 2025

3.2.3 Top 6 At-home Molecular Diagnostic Device Players Market Share in 2025

### 3.3 At-home Molecular Diagnostic Device Market: Overall Company Footprint Analysis

3.3.1 At-home Molecular Diagnostic Device Market: Region Footprint

3.3.2 At-home Molecular Diagnostic Device Market: Company Product Type Footprint

3.3.3 At-home Molecular Diagnostic Device Market: Company Product Application

Footprint

### 3.4 New Market Entrants and Barriers to Market Entry

### 3.5 Mergers, Acquisition, Agreements, and Collaborations

## 4 MARKET SIZE SEGMENT BY TYPE

4.1 Global At-home Molecular Diagnostic Device Consumption Value and Market Share by Type (2021-2026)

4.2 Global At-home Molecular Diagnostic Device Market Forecast by Type (2027-2032)

## 5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2026)

5.2 Global At-home Molecular Diagnostic Device Market Forecast by Application (2027-2032)

## 6 NORTH AMERICA

6.1 North America At-home Molecular Diagnostic Device Consumption Value by Type (2021-2032)

6.2 North America At-home Molecular Diagnostic Device Market Size by Application (2021-2032)

6.3 North America At-home Molecular Diagnostic Device Market Size by Country

6.3.1 North America At-home Molecular Diagnostic Device Consumption Value by Country (2021-2032)

6.3.2 United States At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

6.3.3 Canada At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

6.3.4 Mexico At-home Molecular Diagnostic Device Market Size and Forecast

(2021-2032)

## **7 EUROPE**

7.1 Europe At-home Molecular Diagnostic Device Consumption Value by Type  
(2021-2032)

7.2 Europe At-home Molecular Diagnostic Device Consumption Value by Application  
(2021-2032)

7.3 Europe At-home Molecular Diagnostic Device Market Size by Country

7.3.1 Europe At-home Molecular Diagnostic Device Consumption Value by Country  
(2021-2032)

7.3.2 Germany At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

7.3.3 France At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

7.3.4 United Kingdom At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

7.3.5 Russia At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

7.3.6 Italy At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Type  
(2021-2032)

8.2 Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by  
Application (2021-2032)

8.3 Asia-Pacific At-home Molecular Diagnostic Device Market Size by Region

8.3.1 Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by  
Region (2021-2032)

8.3.2 China At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

8.3.3 Japan At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

8.3.4 South Korea At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

8.3.5 India At-home Molecular Diagnostic Device Market Size and Forecast  
(2021-2032)

8.3.6 Southeast Asia At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

8.3.7 Australia At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

9.1 South America At-home Molecular Diagnostic Device Consumption Value by Type (2021-2032)

9.2 South America At-home Molecular Diagnostic Device Consumption Value by Application (2021-2032)

9.3 South America At-home Molecular Diagnostic Device Market Size by Country

9.3.1 South America At-home Molecular Diagnostic Device Consumption Value by Country (2021-2032)

9.3.2 Brazil At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

9.3.3 Argentina At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Type (2021-2032)

10.2 Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Application (2021-2032)

10.3 Middle East & Africa At-home Molecular Diagnostic Device Market Size by Country

10.3.1 Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Country (2021-2032)

10.3.2 Turkey At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

10.3.4 UAE At-home Molecular Diagnostic Device Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 At-home Molecular Diagnostic Device Market Drivers

11.2 At-home Molecular Diagnostic Device Market Restraints

### 11.3 At-home Molecular Diagnostic Device Trends Analysis

### 11.4 Porters Five Forces Analysis

#### 11.4.1 Threat of New Entrants

#### 11.4.2 Bargaining Power of Suppliers

#### 11.4.3 Bargaining Power of Buyers

#### 11.4.4 Threat of Substitutes

#### 11.4.5 Competitive Rivalry

## 12 INDUSTRY CHAIN ANALYSIS

### 12.1 At-home Molecular Diagnostic Device Industry Chain

### 12.2 At-home Molecular Diagnostic Device Upstream Analysis

### 12.3 At-home Molecular Diagnostic Device Midstream Analysis

### 12.4 At-home Molecular Diagnostic Device Downstream Analysis

## 13 RESEARCH FINDINGS AND CONCLUSION

## 14 APPENDIX

### 14.1 Methodology

### 14.2 Research Process and Data Source

### 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global At-home Molecular Diagnostic Device Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global At-home Molecular Diagnostic Device Consumption Value by Test Area, (USD Million), 2021 & 2025 & 2032

Table 3. Global At-home Molecular Diagnostic Device Consumption Value by Use Model, (USD Million), 2021 & 2025 & 2032

Table 4. Global At-home Molecular Diagnostic Device Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global At-home Molecular Diagnostic Device Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global At-home Molecular Diagnostic Device Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Lucira Health Company Information, Head Office, and Major Competitors

Table 8. Lucira Health Major Business

Table 9. Lucira Health At-home Molecular Diagnostic Device Product and Solutions

Table 10. Lucira Health At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Lucira Health Recent Developments and Future Plans

Table 12. Cue Health Company Information, Head Office, and Major Competitors

Table 13. Cue Health Major Business

Table 14. Cue Health At-home Molecular Diagnostic Device Product and Solutions

Table 15. Cue Health At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Cue Health Recent Developments and Future Plans

Table 17. Visby Medical Company Information, Head Office, and Major Competitors

Table 18. Visby Medical Major Business

Table 19. Visby Medical At-home Molecular Diagnostic Device Product and Solutions

Table 20. Visby Medical At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Aptitude Medical Systems Company Information, Head Office, and Major Competitors

Table 22. Aptitude Medical Systems Major Business

Table 23. Aptitude Medical Systems At-home Molecular Diagnostic Device Product and Solutions

Table 24. Aptitude Medical Systems At-home Molecular Diagnostic Device Revenue

(USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Aptitude Medical Systems Recent Developments and Future Plans

Table 26. Sherlock Biosciences Company Information, Head Office, and Major Competitors

Table 27. Sherlock Biosciences Major Business

Table 28. Sherlock Biosciences At-home Molecular Diagnostic Device Product and Solutions

Table 29. Sherlock Biosciences At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. Sherlock Biosciences Recent Developments and Future Plans

Table 31. Ellume Company Information, Head Office, and Major Competitors

Table 32. Ellume Major Business

Table 33. Ellume At-home Molecular Diagnostic Device Product and Solutions

Table 34. Ellume At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Ellume Recent Developments and Future Plans

Table 36. Detect Company Information, Head Office, and Major Competitors

Table 37. Detect Major Business

Table 38. Detect At-home Molecular Diagnostic Device Product and Solutions

Table 39. Detect At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Detect Recent Developments and Future Plans

Table 41. Ustar Biotechnologies Company Information, Head Office, and Major Competitors

Table 42. Ustar Biotechnologies Major Business

Table 43. Ustar Biotechnologies At-home Molecular Diagnostic Device Product and Solutions

Table 44. Ustar Biotechnologies At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Ustar Biotechnologies Recent Developments and Future Plans

Table 46. Sansure Biotech Company Information, Head Office, and Major Competitors

Table 47. Sansure Biotech Major Business

Table 48. Sansure Biotech At-home Molecular Diagnostic Device Product and Solutions

Table 49. Sansure Biotech At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Sansure Biotech Recent Developments and Future Plans

Table 51. Daan Gene Company Information, Head Office, and Major Competitors

Table 52. Daan Gene Major Business

Table 53. Daan Gene At-home Molecular Diagnostic Device Product and Solutions

Table 54. Daan Gene At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Daan Gene Recent Developments and Future Plans

Table 56. Rendu Biotechnology Company Information, Head Office, and Major Competitors

Table 57. Rendu Biotechnology Major Business

Table 58. Rendu Biotechnology At-home Molecular Diagnostic Device Product and Solutions

Table 59. Rendu Biotechnology At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Rendu Biotechnology Recent Developments and Future Plans

Table 61. BGI Genomics Company Information, Head Office, and Major Competitors

Table 62. BGI Genomics Major Business

Table 63. BGI Genomics At-home Molecular Diagnostic Device Product and Solutions

Table 64. BGI Genomics At-home Molecular Diagnostic Device Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. BGI Genomics Recent Developments and Future Plans

Table 66. Global At-home Molecular Diagnostic Device Revenue (USD Million) by Players (2021-2026)

Table 67. Global At-home Molecular Diagnostic Device Revenue Share by Players (2021-2026)

Table 68. Breakdown of At-home Molecular Diagnostic Device by Company Type (Tier 1, Tier 2, and Tier 3)

Table 69. Market Position of Players in At-home Molecular Diagnostic Device, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 70. Head Office of Key At-home Molecular Diagnostic Device Players

Table 71. At-home Molecular Diagnostic Device Market: Company Product Type Footprint

Table 72. At-home Molecular Diagnostic Device Market: Company Product Application Footprint

Table 73. At-home Molecular Diagnostic Device New Market Entrants and Barriers to Market Entry

Table 74. At-home Molecular Diagnostic Device Mergers, Acquisition, Agreements, and Collaborations

Table 75. Global At-home Molecular Diagnostic Device Consumption Value (USD Million) by Type (2021-2026)

Table 76. Global At-home Molecular Diagnostic Device Consumption Value Share by Type (2021-2026)

Table 77. Global At-home Molecular Diagnostic Device Consumption Value Forecast by

Type (2027-2032)

Table 78. Global At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026)

Table 79. Global At-home Molecular Diagnostic Device Consumption Value Forecast by Application (2027-2032)

Table 80. North America At-home Molecular Diagnostic Device Consumption Value by Type (2021-2026) & (USD Million)

Table 81. North America At-home Molecular Diagnostic Device Consumption Value by Type (2027-2032) & (USD Million)

Table 82. North America At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026) & (USD Million)

Table 83. North America At-home Molecular Diagnostic Device Consumption Value by Application (2027-2032) & (USD Million)

Table 84. North America At-home Molecular Diagnostic Device Consumption Value by Country (2021-2026) & (USD Million)

Table 85. North America At-home Molecular Diagnostic Device Consumption Value by Country (2027-2032) & (USD Million)

Table 86. Europe At-home Molecular Diagnostic Device Consumption Value by Type (2021-2026) & (USD Million)

Table 87. Europe At-home Molecular Diagnostic Device Consumption Value by Type (2027-2032) & (USD Million)

Table 88. Europe At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026) & (USD Million)

Table 89. Europe At-home Molecular Diagnostic Device Consumption Value by Application (2027-2032) & (USD Million)

Table 90. Europe At-home Molecular Diagnostic Device Consumption Value by Country (2021-2026) & (USD Million)

Table 91. Europe At-home Molecular Diagnostic Device Consumption Value by Country (2027-2032) & (USD Million)

Table 92. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Type (2021-2026) & (USD Million)

Table 93. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Type (2027-2032) & (USD Million)

Table 94. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026) & (USD Million)

Table 95. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Application (2027-2032) & (USD Million)

Table 96. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Region (2021-2026) & (USD Million)

Table 97. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value by Region (2027-2032) & (USD Million)

Table 98. South America At-home Molecular Diagnostic Device Consumption Value by Type (2021-2026) & (USD Million)

Table 99. South America At-home Molecular Diagnostic Device Consumption Value by Type (2027-2032) & (USD Million)

Table 100. South America At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026) & (USD Million)

Table 101. South America At-home Molecular Diagnostic Device Consumption Value by Application (2027-2032) & (USD Million)

Table 102. South America At-home Molecular Diagnostic Device Consumption Value by Country (2021-2026) & (USD Million)

Table 103. South America At-home Molecular Diagnostic Device Consumption Value by Country (2027-2032) & (USD Million)

Table 104. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Type (2021-2026) & (USD Million)

Table 105. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Type (2027-2032) & (USD Million)

Table 106. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Application (2021-2026) & (USD Million)

Table 107. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Application (2027-2032) & (USD Million)

Table 108. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Country (2021-2026) & (USD Million)

Table 109. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value by Country (2027-2032) & (USD Million)

Table 110. Global Key Players of At-home Molecular Diagnostic Device Upstream (Raw Materials)

Table 111. Global At-home Molecular Diagnostic Device Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. At-home Molecular Diagnostic Device Picture
- Figure 2. Global At-home Molecular Diagnostic Device Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global At-home Molecular Diagnostic Device Consumption Value Market Share by Type in 2025
- Figure 4. At-Home NAAT Analyzer
- Figure 5. Disposable Molecular Test
- Figure 6. Isothermal Amplification Device
- Figure 7. PCR Microdevice
- Figure 8. Other
- Figure 9. Global At-home Molecular Diagnostic Device Consumption Value by Test Area, (USD Million), 2021 & 2025 & 2032
- Figure 10. Global At-home Molecular Diagnostic Device Consumption Value Market Share by Test Area in 2025
- Figure 11. Respiratory Infection Testing
- Figure 12. Sexual Health Testing
- Figure 13. Genetic And Wellness Testing
- Figure 14. Chronic Disease Monitoring
- Figure 15. Consumer Screening
- Figure 16. Other
- Figure 17. Global At-home Molecular Diagnostic Device Consumption Value by Use Model, (USD Million), 2021 & 2025 & 2032
- Figure 18. Global At-home Molecular Diagnostic Device Consumption Value Market Share by Use Model in 2025
- Figure 19. OTC Consumer Use
- Figure 20. Prescription Home Use
- Figure 21. Remote Care Use
- Figure 22. Pharmacy Retail Use
- Figure 23. Clinical Trial Decentralized Use
- Figure 24. Other
- Figure 25. Global At-home Molecular Diagnostic Device Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 26. At-home Molecular Diagnostic Device Consumption Value Market Share by Application in 2025
- Figure 27. Home Picture

Figure 28. Retail Pharmacy Picture

Figure 29. Other Picture

Figure 30. Global At-home Molecular Diagnostic Device Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 31. Global At-home Molecular Diagnostic Device Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 32. Global Market At-home Molecular Diagnostic Device Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 33. Global At-home Molecular Diagnostic Device Consumption Value Market Share by Region (2021-2032)

Figure 34. Global At-home Molecular Diagnostic Device Consumption Value Market Share by Region in 2025

Figure 35. North America At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 36. Europe At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 37. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 38. South America At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 39. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 40. Company Three Recent Developments and Future Plans

Figure 41. Global At-home Molecular Diagnostic Device Revenue Share by Players in 2025

Figure 42. At-home Molecular Diagnostic Device Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 43. Market Share of At-home Molecular Diagnostic Device by Player Revenue in 2025

Figure 44. Top 3 At-home Molecular Diagnostic Device Players Market Share in 2025

Figure 45. Top 6 At-home Molecular Diagnostic Device Players Market Share in 2025

Figure 46. Global At-home Molecular Diagnostic Device Consumption Value Share by Type (2021-2026)

Figure 47. Global At-home Molecular Diagnostic Device Market Share Forecast by Type (2027-2032)

Figure 48. Global At-home Molecular Diagnostic Device Consumption Value Share by Application (2021-2026)

Figure 49. Global At-home Molecular Diagnostic Device Market Share Forecast by Application (2027-2032)

Figure 50. North America At-home Molecular Diagnostic Device Consumption Value Market Share by Type (2021-2032)

Figure 51. North America At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2032)

Figure 52. North America At-home Molecular Diagnostic Device Consumption Value Market Share by Country (2021-2032)

Figure 53. United States At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 54. Canada At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 55. Mexico At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 56. Europe At-home Molecular Diagnostic Device Consumption Value Market Share by Type (2021-2032)

Figure 57. Europe At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2032)

Figure 58. Europe At-home Molecular Diagnostic Device Consumption Value Market Share by Country (2021-2032)

Figure 59. Germany At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 60. France At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 61. United Kingdom At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 62. Russia At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 63. Italy At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 64. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value Market Share by Type (2021-2032)

Figure 65. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2032)

Figure 66. Asia-Pacific At-home Molecular Diagnostic Device Consumption Value Market Share by Region (2021-2032)

Figure 67. China At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 68. Japan At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 69. South Korea At-home Molecular Diagnostic Device Consumption Value

(2021-2032) & (USD Million)

Figure 70. India At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 71. Southeast Asia At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 72. Australia At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 73. South America At-home Molecular Diagnostic Device Consumption Value Market Share by Type (2021-2032)

Figure 74. South America At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2032)

Figure 75. South America At-home Molecular Diagnostic Device Consumption Value Market Share by Country (2021-2032)

Figure 76. Brazil At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 77. Argentina At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 78. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value Market Share by Type (2021-2032)

Figure 79. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value Market Share by Application (2021-2032)

Figure 80. Middle East & Africa At-home Molecular Diagnostic Device Consumption Value Market Share by Country (2021-2032)

Figure 81. Turkey At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 82. Saudi Arabia At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 83. UAE At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 84. At-home Molecular Diagnostic Device Market Drivers

Figure 85. At-home Molecular Diagnostic Device Market Restraints

Figure 86. At-home Molecular Diagnostic Device Market Trends

Figure 87. Porters Five Forces Analysis

Figure 88. At-home Molecular Diagnostic Device Industrial Chain

Figure 89. Methodology

Figure 90. Research Process and Data Source

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