

Global At-home Molecular Diagnostic Device Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GCFC686D3DA0EN.html>

Date: July 2026

Pages: 111

Price: US\$ 4,480.00 (Single User License)

ID: GCFC686D3DA0EN

Abstracts

The global At-home Molecular Diagnostic Device market size is expected to reach \$ 2919 million by 2032, rising at a market growth of 16.5% CAGR during the forecast period (2026-2032).

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 studies the global At-home Molecular Diagnostic Device demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for At-home Molecular Diagnostic Device, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of At-home Molecular Diagnostic Device that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global At-home Molecular Diagnostic Device total market, 2021-2032, (USD Million)

Global At-home Molecular Diagnostic Device total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: At-home Molecular Diagnostic Device total market, key domestic companies, and share, (USD Million)

Global At-home Molecular Diagnostic Device revenue by player, revenue and market share 2021-2026, (USD Million)

Global At-home Molecular Diagnostic Device total market by Type, CAGR, 2021-2032, (USD Million)

Global At-home Molecular Diagnostic Device total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world At-home Molecular Diagnostic Device market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years

2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global At-home Molecular Diagnostic Device Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global At-home Molecular Diagnostic Device Market, Segmentation by Type:

At-Home NAAT Analyzer

Disposable Molecular Test

Isothermal Amplification Device

PCR Microdevice

Other

Global At-home Molecular Diagnostic Device Market, Segmentation by Test Area:

Respiratory Infection Testing

Sexual Health Testing

Genetic And Wellness Testing

Chronic Disease Monitoring

Consumer Screening

Other

Global At-home Molecular Diagnostic Device Market, Segmentation by Use Model:

OTC Consumer Use

Prescription Home Use

Remote Care Use

Pharmacy Retail Use

Clinical Trial Decentralized Use

Other

Global At-home Molecular Diagnostic Device Market, Segmentation by Application:

Home

Retail Pharmacy

Other

Companies Profiled:

Lucira Health

Cue Health

Visby Medical

Aptitude Medical Systems

Sherlock Biosciences

Ellume

Detect

Ustar Biotechnologies

Sansure Biotech

Daan Gene

Rendu Biotechnology

BGI Genomics

Key Questions Answered

1. How big is the global At-home Molecular Diagnostic Device market?
2. What is the demand of the global At-home Molecular Diagnostic Device market?
3. What is the year over year growth of the global At-home Molecular Diagnostic Device market?
4. What is the total value of the global At-home Molecular Diagnostic Device market?
5. Who are the Major Players in the global At-home Molecular Diagnostic Device market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 At-home Molecular Diagnostic Device Introduction
- 1.2 World At-home Molecular Diagnostic Device Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World At-home Molecular Diagnostic Device Total Market by Region (by Headquarter Location)
 - 1.3.1 World At-home Molecular Diagnostic Device Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.3 China Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.4 Europe Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.5 Japan Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.6 South Korea Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
 - 1.3.8 India Based Company At-home Molecular Diagnostic Device Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 At-home Molecular Diagnostic Device Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World At-home Molecular Diagnostic Device Consumption Value (2021-2032)
- 2.2 World At-home Molecular Diagnostic Device Consumption Value by Region
 - 2.2.1 World At-home Molecular Diagnostic Device Consumption Value by Region (2021-2026)
 - 2.2.2 World At-home Molecular Diagnostic Device Consumption Value Forecast by Region (2027-2032)
- 2.3 United States At-home Molecular Diagnostic Device Consumption Value

(2021-2032)

2.4 China At-home Molecular Diagnostic Device Consumption Value (2021-2032)

2.5 Europe At-home Molecular Diagnostic Device Consumption Value (2021-2032)

2.6 Japan At-home Molecular Diagnostic Device Consumption Value (2021-2032)

2.7 South Korea At-home Molecular Diagnostic Device Consumption Value (2021-2032)

2.8 ASEAN At-home Molecular Diagnostic Device Consumption Value (2021-2032)

2.9 India At-home Molecular Diagnostic Device Consumption Value (2021-2032)

3 WORLD AT-HOME MOLECULAR DIAGNOSTIC DEVICE COMPANIES COMPETITIVE ANALYSIS

3.1 World At-home Molecular Diagnostic Device Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global At-home Molecular Diagnostic Device Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for At-home Molecular Diagnostic Device in 2025

3.2.3 Global Concentration Ratios (CR8) for At-home Molecular Diagnostic Device in 2025

3.3 At-home Molecular Diagnostic Device Company Evaluation Quadrant

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

3.4.1 At-home Molecular Diagnostic Device Market: Region Footprint

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

3.4.3 At-home Molecular Diagnostic Device Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: At-home Molecular Diagnostic Device Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: At-home Molecular Diagnostic Device Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: At-home Molecular Diagnostic Device Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: At-home Molecular Diagnostic Device Consumption Value Comparison

4.2.1 United States VS China: At-home Molecular Diagnostic Device Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: At-home Molecular Diagnostic Device Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based At-home Molecular Diagnostic Device Companies and Market Share, 2021-2026

4.3.1 United States Based At-home Molecular Diagnostic Device Companies, Headquarters (States, Country)

4.3.2 United States Based Companies At-home Molecular Diagnostic Device Revenue, (2021-2026)

4.4 China Based Companies At-home Molecular Diagnostic Device Revenue and Market Share, 2021-2026

4.4.1 China Based At-home Molecular Diagnostic Device Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies At-home Molecular Diagnostic Device Revenue, (2021-2026)

4.5 Rest of World Based At-home Molecular Diagnostic Device Companies and Market Share, 2021-2026

4.5.1 Rest of World Based At-home Molecular Diagnostic Device Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies At-home Molecular Diagnostic Device Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World At-home Molecular Diagnostic Device Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 At-Home NAAT Analyzer

5.2.2 Disposable Molecular Test

5.2.3 Isothermal Amplification Device

5.2.4 PCR Microdevice

5.2.5 Other

5.3 Market Segment by Type

5.3.1 World At-home Molecular Diagnostic Device Market Size by Type (2021-2026)

5.3.2 World At-home Molecular Diagnostic Device Market Size by Type (2027-2032)

5.3.3 World At-home Molecular Diagnostic Device Market Size Market Share by Type

(2027-2032)

6 MARKET ANALYSIS BY TEST AREA

6.1 World At-home Molecular Diagnostic Device Market Size Overview by Test Area:
2021 VS 2025 VS 2032

6.2 Segment Introduction by Test Area

6.2.1 Respiratory Infection Testing

6.2.2 Sexual Health Testing

6.2.3 Genetic And Wellness Testing

6.2.4 Chronic Disease Monitoring

6.2.5 Consumer Screening

6.2.6 Other

6.3 Market Segment by Test Area

6.3.1 World At-home Molecular Diagnostic Device Market Size by Test Area
(2021-2026)

6.3.2 World At-home Molecular Diagnostic Device Market Size by Test Area
(2027-2032)

6.3.3 World At-home Molecular Diagnostic Device Market Size Market Share by Test
Area (2027-2032)

7 MARKET ANALYSIS BY USE MODEL

7.1 World At-home Molecular Diagnostic Device Market Size Overview by Use Model:
2021 VS 2025 VS 2032

7.2 Segment Introduction by Use Model

7.2.1 OTC Consumer Use

7.2.2 Prescription Home Use

7.2.3 Remote Care Use

7.2.4 Pharmacy Retail Use

7.2.5 Clinical Trial Decentralized Use

7.2.6 Other

7.3 Market Segment by Use Model

7.3.1 World At-home Molecular Diagnostic Device Market Size by Use Model
(2021-2026)

7.3.2 World At-home Molecular Diagnostic Device Market Size by Use Model
(2027-2032)

7.3.3 World At-home Molecular Diagnostic Device Market Size Market Share by Use
Model (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World At-home Molecular Diagnostic Device Market Size Overview by Application:
2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Home

8.2.2 Retail Pharmacy

8.2.3 Other

8.3 Market Segment by Application

8.3.1 World At-home Molecular Diagnostic Device Market Size by Application
(2021-2026)

8.3.2 World At-home Molecular Diagnostic Device Market Size by Application
(2027-2032)

8.3.3 World At-home Molecular Diagnostic Device Market Size Market Share by
Application (2021-2032)

9 COMPANY PROFILES

9.1 Lucira Health

9.1.1 Lucira Health Details

9.1.2 Lucira Health Major Business

9.1.3 Lucira Health At-home Molecular Diagnostic Device Product and Services

9.1.4 Lucira Health At-home Molecular Diagnostic Device Revenue, Gross Margin and
Market Share (2021-2026)

9.1.5 Lucira Health Recent Developments/Updates

9.1.6 Lucira Health Competitive Strengths & Weaknesses

9.2 Cue Health

9.2.1 Cue Health Details

9.2.2 Cue Health Major Business

9.2.3 Cue Health At-home Molecular Diagnostic Device Product and Services

9.2.4 Cue Health At-home Molecular Diagnostic Device Revenue, Gross Margin and
Market Share (2021-2026)

9.2.5 Cue Health Recent Developments/Updates

9.2.6 Cue Health Competitive Strengths & Weaknesses

9.3 Visby Medical

9.3.1 Visby Medical Details

9.3.2 Visby Medical Major Business

9.3.3 Visby Medical At-home Molecular Diagnostic Device Product and Services

9.3.4 Visby Medical At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Visby Medical Recent Developments/Updates

9.3.6 Visby Medical Competitive Strengths & Weaknesses

9.4 Aptitude Medical Systems

9.4.1 Aptitude Medical Systems Details

9.4.2 Aptitude Medical Systems Major Business

9.4.3 Aptitude Medical Systems At-home Molecular Diagnostic Device Product and Services

9.4.4 Aptitude Medical Systems At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Aptitude Medical Systems Recent Developments/Updates

9.4.6 Aptitude Medical Systems Competitive Strengths & Weaknesses

9.5 Sherlock Biosciences

9.5.1 Sherlock Biosciences Details

9.5.2 Sherlock Biosciences Major Business

9.5.3 Sherlock Biosciences At-home Molecular Diagnostic Device Product and Services

9.5.4 Sherlock Biosciences At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Sherlock Biosciences Recent Developments/Updates

9.5.6 Sherlock Biosciences Competitive Strengths & Weaknesses

9.6 Ellume

9.6.1 Ellume Details

9.6.2 Ellume Major Business

9.6.3 Ellume At-home Molecular Diagnostic Device Product and Services

9.6.4 Ellume At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Ellume Recent Developments/Updates

9.6.6 Ellume Competitive Strengths & Weaknesses

9.7 Detect

9.7.1 Detect Details

9.7.2 Detect Major Business

9.7.3 Detect At-home Molecular Diagnostic Device Product and Services

9.7.4 Detect At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 Detect Recent Developments/Updates

9.7.6 Detect Competitive Strengths & Weaknesses

9.8 Ustar Biotechnologies

- 9.8.1 Ustar Biotechnologies Details
- 9.8.2 Ustar Biotechnologies Major Business
- 9.8.3 Ustar Biotechnologies At-home Molecular Diagnostic Device Product and Services
- 9.8.4 Ustar Biotechnologies At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
- 9.8.5 Ustar Biotechnologies Recent Developments/Updates
- 9.8.6 Ustar Biotechnologies Competitive Strengths & Weaknesses
- 9.9 Sansure Biotech
 - 9.9.1 Sansure Biotech Details
 - 9.9.2 Sansure Biotech Major Business
 - 9.9.3 Sansure Biotech At-home Molecular Diagnostic Device Product and Services
 - 9.9.4 Sansure Biotech At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Sansure Biotech Recent Developments/Updates
 - 9.9.6 Sansure Biotech Competitive Strengths & Weaknesses
- 9.10 Daan Gene
 - 9.10.1 Daan Gene Details
 - 9.10.2 Daan Gene Major Business
 - 9.10.3 Daan Gene At-home Molecular Diagnostic Device Product and Services
 - 9.10.4 Daan Gene At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Daan Gene Recent Developments/Updates
 - 9.10.6 Daan Gene Competitive Strengths & Weaknesses
- 9.11 Rendu Biotechnology
 - 9.11.1 Rendu Biotechnology Details
 - 9.11.2 Rendu Biotechnology Major Business
 - 9.11.3 Rendu Biotechnology At-home Molecular Diagnostic Device Product and Services
 - 9.11.4 Rendu Biotechnology At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Rendu Biotechnology Recent Developments/Updates
 - 9.11.6 Rendu Biotechnology Competitive Strengths & Weaknesses
- 9.12 BGI Genomics
 - 9.12.1 BGI Genomics Details
 - 9.12.2 BGI Genomics Major Business
 - 9.12.3 BGI Genomics At-home Molecular Diagnostic Device Product and Services
 - 9.12.4 BGI Genomics At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 BGI Genomics Recent Developments/Updates

9.12.6 BGI Genomics Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 At-home Molecular Diagnostic Device Industry Chain

10.2 At-home Molecular Diagnostic Device Upstream Analysis

10.3 At-home Molecular Diagnostic Device Midstream Analysis

10.4 At-home Molecular Diagnostic Device Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World At-home Molecular Diagnostic Device Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World At-home Molecular Diagnostic Device Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World At-home Molecular Diagnostic Device Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World At-home Molecular Diagnostic Device Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World At-home Molecular Diagnostic Device Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World At-home Molecular Diagnostic Device Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World At-home Molecular Diagnostic Device Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World At-home Molecular Diagnostic Device Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World At-home Molecular Diagnostic Device Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key At-home Molecular Diagnostic Device Players in 2025

Table 12. World At-home Molecular Diagnostic Device Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global At-home Molecular Diagnostic Device Company Evaluation Quadrant

Table 14. Head Office of Key At-home Molecular Diagnostic Device Players

Table 15. At-home Molecular Diagnostic Device Market: Company Product Type Footprint

Table 16. At-home Molecular Diagnostic Device Market: Company Product Application Footprint

Table 17. At-home Molecular Diagnostic Device Mergers & Acquisitions Activity

Table 18. United States VS China At-home Molecular Diagnostic Device Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China At-home Molecular Diagnostic Device Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based At-home Molecular Diagnostic Device Companies,

Headquarters (States, Country)

Table 21. United States Based Companies At-home Molecular Diagnostic Device Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies At-home Molecular Diagnostic Device Revenue Market Share (2021-2026)

Table 23. China Based At-home Molecular Diagnostic Device Companies, Headquarters (Province, Country)

Table 24. China Based Companies At-home Molecular Diagnostic Device Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies At-home Molecular Diagnostic Device Revenue Market Share (2021-2026)

Table 26. Rest of World Based At-home Molecular Diagnostic Device Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies At-home Molecular Diagnostic Device Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies At-home Molecular Diagnostic Device Revenue Market Share (2021-2026)

Table 29. World At-home Molecular Diagnostic Device Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World At-home Molecular Diagnostic Device Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World At-home Molecular Diagnostic Device Market Size by Type (2027-2032) & (USD Million)

Table 32. World At-home Molecular Diagnostic Device Market Size by Test Area, (USD Million), 2021 & 2025 & 2032

Table 33. World At-home Molecular Diagnostic Device Market Size Value by Test Area (2021-2026) & (USD Million)

Table 34. World At-home Molecular Diagnostic Device Market Size by Test Area (2027-2032) & (USD Million)

Table 35. World At-home Molecular Diagnostic Device Market Size by Use Model, (USD Million), 2021 & 2025 & 2032

Table 36. World At-home Molecular Diagnostic Device Market Size Value by Use Model (2021-2026) & (USD Million)

Table 37. World At-home Molecular Diagnostic Device Market Size by Use Model (2027-2032) & (USD Million)

Table 38. World At-home Molecular Diagnostic Device Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World At-home Molecular Diagnostic Device Market Size by Application (2021-2026) & (USD Million)

Table 40. World At-home Molecular Diagnostic Device Market Size by Application (2027-2032) & (USD Million)

Table 41. Lucira Health Basic Information, Manufacturing Base and Competitors

Table 42. Lucira Health Major Business

Table 43. Lucira Health At-home Molecular Diagnostic Device Product and Services

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

Table 45. Lucira Health Recent Developments/Updates

Table 46. Lucira Health Competitive Strengths & Weaknesses

Table 47. Cue Health Basic Information, Manufacturing Base and Competitors

Table 48. Cue Health Major Business

Table 49. Cue Health At-home Molecular Diagnostic Device Product and Services

Table 50. Cue Health At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Cue Health Recent Developments/Updates

Table 52. Cue Health Competitive Strengths & Weaknesses

Table 53. Visby Medical Basic Information, Manufacturing Base and Competitors

Table 54. Visby Medical Major Business

Table 55. Visby Medical At-home Molecular Diagnostic Device Product and Services

Table 56. Visby Medical At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Visby Medical Recent Developments/Updates

Table 58. Visby Medical Competitive Strengths & Weaknesses

Table 59. Aptitude Medical Systems Basic Information, Manufacturing Base and Competitors

Table 60. Aptitude Medical Systems Major Business

Table 61. Aptitude Medical Systems At-home Molecular Diagnostic Device Product and Services

Table 62. Aptitude Medical Systems At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Aptitude Medical Systems Recent Developments/Updates

Table 64. Aptitude Medical Systems Competitive Strengths & Weaknesses

Table 65. Sherlock Biosciences Basic Information, Manufacturing Base and Competitors

Table 66. Sherlock Biosciences Major Business

Table 67. Sherlock Biosciences At-home Molecular Diagnostic Device Product and Services

Table 68. Sherlock Biosciences At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Sherlock Biosciences Recent Developments/Updates
Table 70. Sherlock Biosciences Competitive Strengths & Weaknesses
Table 71. Ellume Basic Information, Manufacturing Base and Competitors
Table 72. Ellume Major Business
Table 73. Ellume At-home Molecular Diagnostic Device Product and Services
Table 74. Ellume At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 75. Ellume Recent Developments/Updates
Table 76. Ellume Competitive Strengths & Weaknesses
Table 77. Detect Basic Information, Manufacturing Base and Competitors
Table 78. Detect Major Business
Table 79. Detect At-home Molecular Diagnostic Device Product and Services
Table 80. Detect At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 81. Detect Recent Developments/Updates
Table 82. Detect Competitive Strengths & Weaknesses
Table 83. Ustar Biotechnologies Basic Information, Manufacturing Base and Competitors
Table 84. Ustar Biotechnologies Major Business
Table 85. Ustar Biotechnologies At-home Molecular Diagnostic Device Product and Services
Table 86. Ustar Biotechnologies At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 87. Ustar Biotechnologies Recent Developments/Updates
Table 88. Ustar Biotechnologies Competitive Strengths & Weaknesses
Table 89. Sansure Biotech Basic Information, Manufacturing Base and Competitors
Table 90. Sansure Biotech Major Business
Table 91. Sansure Biotech At-home Molecular Diagnostic Device Product and Services
Table 92. Sansure Biotech At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 93. Sansure Biotech Recent Developments/Updates
Table 94. Sansure Biotech Competitive Strengths & Weaknesses
Table 95. Daan Gene Basic Information, Manufacturing Base and Competitors
Table 96. Daan Gene Major Business
Table 97. Daan Gene At-home Molecular Diagnostic Device Product and Services
Table 98. Daan Gene At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 99. Daan Gene Recent Developments/Updates
Table 100. Daan Gene Competitive Strengths & Weaknesses

Table 101. Rendu Biotechnology Basic Information, Manufacturing Base and Competitors
Table 102. Rendu Biotechnology Major Business
Table 103. Rendu Biotechnology At-home Molecular Diagnostic Device Product and Services
Table 104. Rendu Biotechnology At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 105. Rendu Biotechnology Recent Developments/Updates
Table 106. Rendu Biotechnology Competitive Strengths & Weaknesses
Table 107. BGI Genomics Basic Information, Manufacturing Base and Competitors
Table 108. BGI Genomics Major Business
Table 109. BGI Genomics At-home Molecular Diagnostic Device Product and Services
Table 110. BGI Genomics At-home Molecular Diagnostic Device Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 111. BGI Genomics Recent Developments/Updates
Table 112. BGI Genomics Competitive Strengths & Weaknesses
Table 113. Global Key Players of At-home Molecular Diagnostic Device Upstream (Raw Materials)
Table 114. Global At-home Molecular Diagnostic Device Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. At-home Molecular Diagnostic Device Picture

Figure 2. World At-home Molecular Diagnostic Device Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World At-home Molecular Diagnostic Device Total Revenue (2021-2032) & (USD Million)

Figure 4. World At-home Molecular Diagnostic Device Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World At-home Molecular Diagnostic Device Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company At-home Molecular Diagnostic Device Revenue (2021-2032) & (USD Million)

Figure 13. At-home Molecular Diagnostic Device Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 16. World At-home Molecular Diagnostic Device Consumption Value Market Share by Region (2021-2032)

Figure 17. United States At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 18. China At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)

- Figure 20. Japan At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)
- Figure 21. South Korea At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)
- Figure 22. ASEAN At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)
- Figure 23. India At-home Molecular Diagnostic Device Consumption Value (2021-2032) & (USD Million)
- Figure 24. Producer Shipments of At-home Molecular Diagnostic Device by Player Revenue (\$MM) and Market Share (%): 2025
- Figure 25. Global Four-firm Concentration Ratios (CR4) for At-home Molecular Diagnostic Device Markets in 2025
- Figure 26. Global Four-firm Concentration Ratios (CR8) for At-home Molecular Diagnostic Device Markets in 2025
- Figure 27. United States VS China: At-home Molecular Diagnostic Device Revenue Market Share Comparison (2021 & 2025 & 2032)
- Figure 28. United States VS China: At-home Molecular Diagnostic Device Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- Figure 29. World At-home Molecular Diagnostic Device Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Figure 30. World At-home Molecular Diagnostic Device Market Size Market Share by Type in 2025
- Figure 31. At-Home NAAT Analyzer
- Figure 32. Disposable Molecular Test
- Figure 33. Isothermal Amplification Device
- Figure 34. PCR Microdevice
- Figure 35. Other
- Figure 36. World At-home Molecular Diagnostic Device Market Size Market Share by Type (2021-2032)
- Figure 37. World At-home Molecular Diagnostic Device Market Size by Test Area, (USD Million), 2021 & 2025 & 2032
- Figure 38. World At-home Molecular Diagnostic Device Market Size Market Share by Test Area in 2025
- Figure 39. Respiratory Infection Testing
- Figure 40. Sexual Health Testing
- Figure 41. Genetic And Wellness Testing
- Figure 42. Chronic Disease Monitoring
- Figure 43. Consumer Screening
- Figure 44. Other

Figure 45. World At-home Molecular Diagnostic Device Market Size Market Share by Test Area (2021-2032)

Figure 46. World At-home Molecular Diagnostic Device Market Size by Use Model, (USD Million), 2021 & 2025 & 2032

Figure 47. World At-home Molecular Diagnostic Device Market Size Market Share by Use Model in 2025

Figure 48. OTC Consumer Use

Figure 49. Prescription Home Use

Figure 50. Remote Care Use

Figure 51. Pharmacy Retail Use

Figure 52. Clinical Trial Decentralized Use

Figure 53. Other

Figure 54. World At-home Molecular Diagnostic Device Market Size Market Share by Use Model (2021-2032)

Figure 55. World At-home Molecular Diagnostic Device Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 56. World At-home Molecular Diagnostic Device Market Size Market Share by Application in 2025

Figure 57. Home

Figure 58. Retail Pharmacy

Figure 59. Other

Figure 60. World At-home Molecular Diagnostic Device Market Size Market Share by Application (2021-2032)

Figure 61. At-home Molecular Diagnostic Device Industrial Chain

Figure 62. Methodology

Figure 63. Research Process and Data Source

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