

Global Influenza A Antigen Detection Reagent Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G12F0BAAB6C5EN.html>

Date: May 2026

Pages: 138

Price: US\$ 3,480.00 (Single User License)

ID: G12F0BAAB6C5EN

Abstracts

According to our (Global Info Research) latest study, the global Influenza A Antigen Detection Reagent market size was valued at US\$ 1159 million in 2025 and is forecast to a readjusted size of US\$ 1700 million by 2032 with a CAGR of 5.7% during review period.

Influenza A antigen detection reagents are in vitro diagnostic products designed for rapid qualitative or semi-quantitative detection of Influenza A nucleoprotein antigen in respiratory specimens. Typical formats include lateral-flow cassette tests, fluorescent cartridge assays, and portable reader-linked digital test systems. Key upstream materials and components include high-affinity monoclonal or polyclonal antibodies, antigen controls, labeling agents (colloidal gold or fluorescent microspheres), nitrocellulose membranes and absorbent pads, buffers and stabilizers, injection-molded housings, and—in digital products—small photodetectors and electronic reader modules. Downstream customers include hospital laboratories, community clinics, third-party testing labs, public health monitoring agencies, pharmacy/OTC retail channels, corporate and educational health screening programs, and home users.

Based on due-diligence estimates, the global production capacity of Influenza A antigen detection reagents in 2024 was approximately 360 million tests, with shipments of around 298 million tests and an average selling price of USD 3.6 per test. The industry average gross margin is estimated at 65%–75%, varying by product type and sales channel. Fluorescent/instrument-linked and digital products command higher margins, while cassette-based immunochromatographic tests provide convenient operation with stable profitability.

The current market for Influenza A antigen detection reagents demonstrates stable growth, driven by multiple factors including enhanced public health monitoring, increasing awareness in hospital laboratories, and the rise of home testing. During flu seasons, rapid testing products provide timely support for clinical decision-making and help reduce the burden on healthcare resources, making them increasingly important in both point-of-care testing (POCT) and home-use applications. Downstream customer structure is diverse, including hospitals, community clinics, public health agencies, and retail channels, with demand exhibiting seasonality and regional variations.

In the coming years, the market is expected to evolve toward greater digitization, intelligent testing, and multi-target detection. The adoption of portable readers and digital data management systems enables quantitative and networked reporting, improving diagnostic accuracy and epidemiological monitoring. Additionally, the development of multiplex antigen assays will drive product innovation to meet clinical needs for rapid differentiation of multiple pathogens. Industry concentration is likely to increase, with technological capabilities and product value-added features becoming key competitive factors.

However, market development faces several challenges. Stability in upstream material supply, batch-to-batch consistency of antibodies, and fluctuations in key consumable costs may affect production and profitability. Regulatory oversight, international trade restrictions, and quality certification requirements also present operational challenges. Furthermore, the growth of the home-testing segment is influenced by consumer education, proper usage practices, and confidence in test results. Companies must continuously invest in technological innovation, supply chain management, and market education to support healthy and sustainable market expansion.

This report is a detailed and comprehensive analysis for global Influenza A Antigen Detection Reagent market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Influenza A Antigen Detection Reagent market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices

(US\$/Unit), 2021-2032

Global Influenza A Antigen Detection Reagent market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Influenza A Antigen Detection Reagent market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Influenza A Antigen Detection Reagent market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Influenza A Antigen Detection Reagent

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 Influenza A Antigen Detection Reagent market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BD, Abbott, Quidel, Actim, Denka, Roche, Thermo Fisher Scientific, Meridian Bioscience, Sekisui Diagnostics, Princeton BioMeditech, etc.

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

Market Segmentation

Influenza A Antigen Detection Reagent 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Immunochromatography

Colloidal Gold Method

Others

Market segment by Sample Type

Nasal Swab

Throat Swab

Nasopharyngeal Swab

Others

Market segment by Test Format

Single-Target Test

Multiplex Test

Market segment by Packaging Form

Single-Test Pack

Bulk Pack

Market segment by Application

Hospital

Clinics

Home

Others

Major players covered

BD

Abbott

Quidel

Actim

Denka

Roche

Thermo Fisher Scientific

Meridian Bioscience

Sekisui Diagnostics

Princeton BioMeditech

Access Bio

Response Biomedical

Guangzhou Wondfo Biotech

Jiangsu Biopertectus Technologies

Hangzhou Biotest Biotech

Wantai BioPharm

Daan Gene

Kehua Bio-Engineering

Zhuhai Encode Medical Engineering

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Influenza A Antigen Detection Reagent product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Influenza A Antigen Detection Reagent, with price, sales quantity, revenue, and global market share of Influenza A Antigen Detection Reagent from 2021 to 2026.

Chapter 3, the Influenza A Antigen Detection Reagent competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Influenza A Antigen Detection Reagent breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Influenza A Antigen Detection Reagent market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Influenza A Antigen Detection Reagent.

Chapter 14 and 15, to describe Influenza A Antigen Detection Reagent sales channel, distributors, customers, research findings and conclusion.

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