

# Global Virus Transport Medium (VTM) Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Virus Transport Medium (VTM) market size was valued at US\$ 214 million in 2025 and is forecast to a readjusted size of US\$ 298 million by 2032 with a CAGR of 4.8% during review period.

Virus Transport Medium (VTM) is a dedicated medical biological reagent formulated for the core link of viral sample transport from collection sites to detection/research laboratories, usually matched with sterile sampling swabs and disposable sealed sampling tubes as a complete sampling set; its formula is compounded with pH buffering agents, broad-spectrum antimicrobial agents (anti-bacterial/anti-fungal), and optional mild stabilizers, and is divided into inactivated and non-inactivated formulations according to usage needs. It is designed to inhibit the growth of contaminating microorganisms in samples, prevent the degradation of viral particles/nucleic acid during short-distance transport under ambient or mild low-temperature conditions, and maintain the basic structural integrity of viral samples (or biological activity for non-inactivated types), ensuring that transported viral specimens meet the quality requirements of subsequent nucleic acid detection, pathogen identification and basic experimental research. It is an essential basic reagent for clinical viral diagnosis, public health epidemic surveillance and on-site sampling work.

In 2025, global Virus Transport Medium (VTM) production reached approximately 52 million units, with an average global market price of around US\$ 4 per unit.

The upstream of the Virus Transport Medium (VTM) supply chain includes suppliers of high-purity chemical raw materials for reagent formulation (e.g., Tris, EDTA, sodium chloride, broad-spectrum antibiotics), manufacturers of medical-grade sterile

consumables (e.g., nylon flocked sampling swabs, disposable plastic sampling tubes, sealed rubber caps, sterile packaging materials), and providers of professional production and testing equipment (e.g., sterile filling and assembly machines, high-temperature/pressure sterilizers, microbial contamination detection instruments, pH value calibration equipment); the midstream is composed of enterprises engaged in VTM formula R&D, GMP-compliant sterile production, batch quality verification and medical device regulatory filing/registration, most of which produce VTM as an integrated sampling kit (medium + swab + tube) for convenient end-use operation; the downstream covers core terminal users including medical institutions (hospitals, clinics), disease control and prevention centers at all levels, entry-exit quarantine and port inspection agencies, grassroots community/village sampling points, third-party medical testing institutions, and veterinary epidemic prevention and control departments, with a small number of scientific research laboratories also using it for the short-distance transport of experimental viral samples.

The cost structure of Virus Transport Medium (VTM) is dominated by raw material and sterile consumable costs (the largest proportion of total cost), including high-purity chemical reagents for formulating the medium and medical-grade sterile sampling accessories (swabs, sampling tubes, sealed caps) that form the integrated kit?for the mainstream kit-type VTM, the cost of sterile consumables even exceeds the medium reagent itself due to strict medical grade and sterility requirements. Followed by production and quality control costs, including the operation and maintenance of GMP-compliant sterile production workshops, automated assembly and filling processes, and mandatory batch testing to meet medical device production standards. In addition, there are low-to-moderate R&D and regulatory compliance costs for formula optimization, transport stability testing and medical device product filing; auxiliary costs include sterile packaging, short-distance cold chain logistics, inventory management and basic after-sales technical support for downstream sampling users, with marketing and channel construction costs accounting for a relatively small proportion due to the standardized and universal attribute of VTM as a basic medical reagent.

This report is a detailed and comprehensive analysis for global Virus Transport Medium (VTM) 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 Virus Transport Medium (VTM) market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Virus Transport Medium (VTM) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Virus Transport Medium (VTM) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Virus Transport Medium (VTM) market shares of main players, shipments in revenue (\$ Million), sales quantity (M 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 Virus Transport Medium (VTM)

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 Virus Transport Medium (VTM) 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 Copan Diagnostics, EKF Diagnostics Holdings, Mole Bioscience, Ruhof, Biocomma, Goldsite Diagnostics, BioServUK, Biologix Group Limited, Hardy Diagnostics, Huachenyang (Shenzhen)Technology Co., Ltd., etc.

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

## Market Segmentation

Virus Transport Medium (VTM) 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

Non Inactivate

Inactivate

### Market segment by Preservation Temperature Requirement

Ambient Temperature

Low-Temperature

Ultra-Low Temperature

### Market segment by Viral Nucleic Acid/Activity Retention Rate

High-retention

Medium-retention

Basic-retention

### Market segment by Application

Hospital

Research Institute

University

Other

#### Major players covered

Copan Diagnostics

EKF Diagnostics Holdings

Mole Bioscience

Ruhof

Biocomma

Goldsite Diagnostics

BioServUK

Biologix Group Limited

Hardy Diagnostics

Huachenyang (Shenzhen)Technology Co., Ltd.

Thermo Fisher Scientific

Longhorn Vaccines and Diagnostics

Liofilchem

Capricorn Scientific

Bio-Med

Mantacc

Medline Industries

Shandong Chengwu Medical Products Factory

BD

FC-BIOS SDN BHD

Medical Wire & Equipment

Biosigma

BIOBASE

Aptaca

Orient Gene

Darui Biotech

Hangzhou LifeReal Biotechnology

Haimen Shengbang Laboratory Equipment

Babio Biotechnology

Puritan Medical Products

Cardinal Health

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 Virus Transport Medium (VTM) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Virus Transport Medium (VTM), with price, sales quantity, revenue, and global market share of Virus Transport Medium (VTM) from 2021 to 2026.

Chapter 3, the Virus Transport Medium (VTM) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Virus Transport Medium (VTM) 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 Virus Transport Medium (VTM) 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 Virus Transport Medium (VTM).

Chapter 14 and 15, to describe Virus Transport Medium (VTM) sales channel, distributors, customers, research findings and conclusion.

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