

Global In Vitro Diagnostic (IVD) Products Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global In Vitro Diagnostic (IVD) Products market size was valued at US\$ 85940 million in 2024 and is forecast to a readjusted size of USD 113210 million by 2031 with a CAGR of 4.1% during review period.

In Vitro Diagnostic (IVD) tests are a subset of medical devices. In vitro diagnostic products are those reagents, instruments, and systems intended for use in diagnosis of disease or other conditions, including a determination of the state of health, in order to cure, mitigate, treat, or prevent disease or its sequelae. Such products are intended for use in the collection, preparation, and examination of specimens taken from the human body.

In vitro diagnostics are tests that can detect diseases, conditions, or infections. Some tests are used in laboratory or other health professional settings and other tests are for consumers to use at home.

The global healthcare spending contributes to ca. 10% of the global GDP and is continuously rising in recent years due to the increasing health needs of the aging population, the growing prevalence of chronic and infectious diseases and the expansion of emerging markets. The IVD market plays a significant role in the HC industry, influencing over 60% of laboratorial decision-making. However, it only accounts for ca. 2% of total HC spending, signifying an enormous potential for cost-effective tests.

The primary driver of growth in the IVD market is the aging of the global population. In addition, prevalence of chronic diseases is anticipated to propel this growth. More, growing demand for point-of-care devices and rapid diagnostic testing and increasing willingness to pay for preventive care testing.

COVID-19 pandemic is expected to continue to positively impact the market in 2020, 2021 and 2022. Due to the relaxation of global epidemic supervision, the reduction of COVID-19 testing in the post-epidemic era will reduce the total market size. The In Vitro Diagnostics (IVD) market is driven by several key factors, including the rising prevalence of chronic and infectious diseases, advancements in diagnostic technologies, and increasing demand for personalized medicine. Innovations such as next-generation sequencing (NGS), point-of-care testing, and AI-driven diagnostics are transforming the industry by enabling faster, more accurate, and cost-effective testing. Additionally, the growing emphasis on preventive healthcare and the expansion of healthcare access in emerging markets are further fueling market growth. Regulatory support for precision diagnostics and increased investment in R&D also play a significant role in driving the adoption of IVD products globally.

Despite these drivers, the market faces several challenges. Stringent regulatory requirements and the high cost of R&D and clinical validation pose significant barriers for both established players and new entrants. Market saturation in developed regions and price sensitivity in emerging markets make it difficult to balance innovation with affordability. Furthermore, the integration of new diagnostic tools with existing laboratory infrastructure and IT systems can be complex and costly. Lastly, competition from established players and the need for significant capital investment to scale production and distribution add to the challenges for companies operating in this space.

The classification of In-Vitro Diagnostics (IVDs) Products includes Molecular Diagnostics, Immuno Diagnostics, Chemistry Diagnostics, POCT and Other. In 2023, POCT accounted for a share of 24.25% in the global In-Vitro Diagnostics (IVDs) Products market. In addition, this product segment is poised to reach US\$ 29524 million by 2030 from US\$ 19941 million in 2023.

North Americas is the largest consumption place, with a consumption market share nearly 38.19% in 2023. Following North Americas, APAC is the second largest consumption place with the consumption market share of 32.8%.

This report is a detailed and comprehensive analysis for global In Vitro Diagnostic (IVD) Products 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 In Vitro Diagnostic (IVD) Products market size and forecasts, in consumption

value (\$ Million), 2020-2031

Global In Vitro Diagnostic (IVD) Products market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global In Vitro Diagnostic (IVD) Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global In Vitro Diagnostic (IVD) Products market shares of main players, in revenue (\$ Million), 2020-2025

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 In Vitro Diagnostic (IVD) Products

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 In Vitro Diagnostic (IVD) Products 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 Roche, Abbott, Danaher, Siemens Healthineers, Thermo Fisher Scientific, Sysmex, BioMerieux, QuidelOrtho, Becton Dickinson, Bio-Rad Laboratories, etc.

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

Market segmentation

In Vitro Diagnostic (IVD) Products market is split by Type and by Application. For the period 2020-2031, 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

- Immuno Diagnostics
- Chemistry Diagnostics
- Molecular Diagnostics
- POCT
- Others

Market segment by Application

- Hospital

- Laboratory
- Household
- Others

Market segment by players, this report covers

- Roche
- Abbott
- Danaher
- Siemens Healthineers
- Thermo Fisher Scientific
- Sysmex
- BioMerieux
- QuidelOrtho
- Becton Dickinson
- Bio-Rad Laboratories
- Hologic
- LifeScan
- Qiagen
- Wuhan Easy Diagnosis
- Wondfo
- KHB
- Hotgen
- Mindray
- Sinocare
- Getein Biotech

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 In Vitro Diagnostic (IVD) Products product scope, market

overview, market estimation caveats and base year.

Chapter 2, to profile the top players of In Vitro Diagnostic (IVD) Products, with revenue, gross margin, and global market share of In Vitro Diagnostic (IVD) Products from 2020 to 2025.

Chapter 3, the In Vitro Diagnostic (IVD) Products 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 2020 to 2031

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 2020 to 2025. and In Vitro Diagnostic (IVD) Products market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of In Vitro Diagnostic (IVD) Products.

Chapter 13, to describe In Vitro Diagnostic (IVD) Products research findings and conclusion.

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