

HSV Testing Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/H26AF3C50DD0EN.html>

Date: August 2025

Pages: 140

Price: US\$ 4,850.00 (Single User License)

ID: H26AF3C50DD0EN

Abstracts

The Global HSV Testing Market was valued at USD 610.1 million in 2024 and is estimated to grow at a CAGR of 6.1% to reach USD 1.1 billion by 2034. This upward trajectory is largely fueled by the increasing global prevalence of herpes simplex virus infections, along with heightened awareness surrounding sexually transmitted infections (STIs) and the critical importance of early and accurate diagnosis. Rising demand for both clinical and at-home testing solutions continues to shape market dynamics. Innovations in diagnostic technologies—such as multiplex PCR, automated serological platforms, rapid kits, and point-of-care testing—are driving improved accuracy and accessibility, particularly in underserved regions and high-throughput settings.

Widespread sexual health initiatives, enhanced screening policies, and the growing integration of HSV testing into multi-disease panels and electronic health systems are contributing to stronger adoption. The overall shift toward patient-centered, accessible diagnostics is also prompting the healthcare sector to increasingly prefer rapid, decentralized testing formats. These tests reduce stigma, support quicker clinical decisions, and offer more convenience in outpatient and home-care environments, reinforcing their value in broader public health strategies.

The HSV-1/HSV-2 combined testing segment held the largest share in 2024 at 52.2%, driven by its ability to detect both types of herpes simplex virus in a single test. These combination assays, covering both molecular and serological formats, are designed to streamline diagnostic workflows and enhance screening accuracy across clinical and public health environments. Their capacity to identify both symptomatic and asymptomatic infections supports better-informed medical decisions, particularly in reproductive health and prenatal care contexts. As demand rises for efficient diagnosis in high-risk groups, dual-target assays are becoming standard in comprehensive STI

panels.

Serological tests also captured the largest share of 51.6% within the testing type category in 2024. These antibody-based tests are highly valued for detecting prior HSV exposure, especially in patients with no visible symptoms. Their use spans large-scale screening programs, prenatal care, and general STI diagnostics. Thanks to their compatibility with high-volume laboratory operations, serological tests offer automated data output, efficient batch testing, and smooth integration with centralized diagnostics. Their scalability and cost-effectiveness make them essential tools in hospitals, labs, and public health programs worldwide.

United States HSV Testing Market generated USD 247.2 million in 2024, cementing its role as a key contributor to the global HSV testing landscape. With HSV infections widespread across the adult population, the need for reliable diagnostics remains strong. Oral herpes, often contracted early in life, and genital herpes, a common STI, both contribute to high national testing volumes. Supportive healthcare infrastructure, active disease awareness efforts, and continued research investment further strengthen the country's market position.

Notable companies leading the Global HSV Testing Market include Abbott Laboratories, TRUPCR, Quest Diagnostics, McKesson Medical-Surgical, Bio-Rad Laboratories, Thermo Fisher Scientific, CTK Biotech, QuidelOrtho Corporation, Innermost Healthcare, DiaSorin, Hologic, AdvaCare Pharma, ZEUS Scientific, bioWORLD, Meridian Bioscience, PrivaPath Diagnostics, F. Hoffmann-La Roche, and Becton, Dickinson and Company. Companies competing in the HSV testing market are advancing their positions by focusing on technological innovation, portfolio expansion, and global outreach. A major strategy includes the development of rapid, point-of-care, and combination diagnostic tests that support decentralized and early detection. Firms are investing in automation and integration of diagnostic tools with electronic health platforms to improve data management and workflow efficiency. Partnerships with healthcare providers, public health agencies, and distributors help in expanding reach, especially in underserved markets. Continuous improvements in accuracy, affordability, and ease of use ensure that products meet growing public health demands.

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