

# **Poultry Diagnostics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

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## **Abstracts**

The Global Poultry Diagnostics Market, valued at USD 702.5 million in 2023, is anticipated to grow at a CAGR of 10.5% from 2024 to 2032. Poultry diagnostics are essential tools and methods used to detect and manage diseases in birds raised for meat and eggs. Utilizing techniques like molecular diagnostics and serological tests, these tools help identify pathogens and monitor flock health, addressing diseases such as avian influenza and salmonellosis. Effective diagnostics play a crucial role in disease control, biosecurity, and the economic stability of poultry farming. A primary driver of this market growth is the increasing awareness of the impact of poultry diseases on food safety and public health.

Stricter regulations worldwide aim to enhance poultry health standards, resulting in the expanded use of diagnostic tools for early disease identification and prevention. Such tools are vital for detecting diseases like avian influenza, Newcastle disease, and Salmonella at early stages, allowing timely interventions to prevent outbreaks. The market is divided into components, primarily products and services. The product segment, which held a 60.4% market share in 2023, is further categorized into kits & reagents and equipment & instruments.

Products such as diagnostic kits and reagents are popular for their cost-effectiveness and accessibility, allowing farmers to monitor flock health with minimal training. Rapid test kits, providing quick results, are particularly beneficial, enabling farmers to manage flock health in real-time and prevent disease escalation. In terms of technology, the market is segmented into PCR tests, ELISA tests, and others. ELISA tests, valued at USD 403.2 million in 2023, dominate the segment due to their high sensitivity and specificity in detecting a wide array of poultry pathogens.

ELISA's rapid results and recent technological advancements make it a preferred option among poultry producers seeking reliable diagnostics. Disease-wise, the market includes avian influenza, Newcastle disease, avian salmonellosis, and others. The avian influenza segment is projected to grow at a rate of 10.8% over the forecast period. Due to its contagious nature and impact on both poultry and human populations, early detection and control of avian influenza have become critical, driving investment in diagnostics.

End users of poultry diagnostics include veterinary hospitals & clinics, poultry farms, and diagnostic laboratories. In 2023, the veterinary hospitals & clinics segment was valued at USD 323.8 million, driven by the growing prevalence of poultry diseases and the demand for specialized diagnostic services that ensure accurate disease detection. In the U.S., valued at USD 257.8 million in 2023, the poultry diagnostics market is expected to reach USD 616.8 million by 2032

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