

Bacterial And Viral Specimen Collection Market Size, Share, & Trends Analysis Report By Product (Bacterial Specimen Collection, Viral Specimen Collection), By Application, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Bacterial And Viral Specimen Collection Market Growth & Trends

The global bacterial and viral specimen collection market size is anticipated to reach USD 33.37 billion by 2030 and expand at a CAGR of 14.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growing burden of infectious diseases such as COVID-19, influenza, and tuberculosis has significantly increased the demand for bacterial and viral specimen collection. As healthcare systems strive to contain outbreaks and improve patient outcomes, governments and private sectors are ramping up healthcare investments. This surge in healthcare spending supports expanded diagnostic testing, better infrastructure, and the development of efficient specimen collection tools, ultimately driving market growth.

Technological advancements in diagnostics, including PCR, molecular assays, and rapid test platforms, have revolutionized the way infections are detected. These innovations require reliable and high-quality specimen collection methods to ensure accuracy. In addition, rising awareness among healthcare providers and patients about the importance of early and precise diagnosis increases testing volumes, thereby fueling demand for advanced specimen collection tools and boosting the overall market size.

The shift toward decentralized healthcare, driven by the convenience and accessibility of home testing and point-of-care diagnostics, is reshaping the specimen collection landscape. These trends reduce reliance on traditional lab settings and increase sample collection frequency. In addition, expanding research and clinical trials for vaccines, therapeutics, and infectious disease surveillance are boosting demand for standardized specimen collection kits, contributing significantly to the market's growth and broadening its application across various sectors.

Bacterial And Viral Specimen Collection Market Report Highlights

By product, the viral specimen collection segment led the market with the largest revenue share of 57.3% in 2024, attributed to the rising prevalence of viral infections, including influenza, hepatitis, and emerging viral outbreaks.

By application, the diagnostics segment dominated the market with the largest share in 2024, driven by the growing demand for accurate and early disease detection.

The research segment is projected to witness significant growth from 2025 to 2030 due to technological advancements in diagnostic tools, such as next-generation sequencing and multiplex PCR, which enhance the accuracy and efficiency of specimen analysis.

The home testing segment is anticipated to be the fastest-growing segment during the forecast period, fueled by increasing consumer demand for convenient, private, and accessible diagnostic solutions.

North America accounted for the largest revenue share of 45% in 2024, propelled by the high prevalence of infectious diseases, substantial healthcare investments, advanced infrastructure, and robust research and development initiatives.

Companies Mentioned

Puritan Medical Products
Copan Diagnostics Inc.
BD (Becton, Dickinson and Company)
Thermo Fisher Scientific Inc.

QuidelOrtho Corporation
Longhorn Vaccines and Diagnostics, LLC
Pretium Packaging
Trinity Biotech
Medical Wire & Equipment
HiMedia Laboratories, LLC
Hardy Diagnostics
Wuxi NEST Biotechnology Co., Ltd. (Nest Scientific)
VIRCELL SL
DiaSorin S.p.A.
Titan Biotech

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
 - 1.2.1. Product
 - 1.2.2. Application
 - 1.2.3. End Use
 - 1.2.4. Regional Scope
 - 1.2.5. Estimates and Forecasts Timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
 - 1.4.1. Purchased Database
 - 1.4.2. GVR's Internal Database
 - 1.4.3. Secondary Sources
 - 1.4.4. Primary Research
 - 1.4.5. Details of Primary Research
- 1.5. Information or Data Analysis
 - 1.5.1. Data Analysis Models
- 1.6. Market Formulation & Validation
- 1.7. Model Details
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
 - 2.2.1. Product Outlook
 - 2.2.2. Application Outlook
 - 2.2.3. End Use Outlook
 - 2.2.4. Regional Outlook
- 2.3. Competitive Scenario

CHAPTER 3. BACTERIAL AND VIRAL SPECIMEN COLLECTION MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related/Ancillary Market Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
- 3.3. Bacterial and Viral Specimen Collection Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's Five Forces Analysis
 - 3.3.1.1. Supplier Power
 - 3.3.1.2. Buyer Power
 - 3.3.1.3. Substitution Threat
 - 3.3.1.4. Threat of New Entrant
 - 3.3.1.5. Competitive Rivalry
 - 3.3.2. PESTLE Analysis
 - 3.3.2.1. Political Landscape
 - 3.3.2.2. Technological Landscape
 - 3.3.2.3. Economic Landscape

CHAPTER 4. BACTERIAL AND VIRAL SPECIMEN COLLECTION MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Product Segment Dashboard
- 4.2. Bacterial and Viral Specimen Collection Market: Product Movement Analysis
- 4.3. Global Bacterial and Viral Specimen Collection Market Size & Trend Analysis, By Product, 2018 to 2030 (USD Million)
- 4.4. Bacterial Specimen Collection
 - 4.4.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 4.4.2. Swabs
 - 4.4.2.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 4.4.3. Bacterial Transport Media
 - 4.4.3.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 4.4.4. Blood Collection Kits
 - 4.4.4.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 4.4.5. Other Consumables
 - 4.4.5.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
- 4.5. Viral Specimen Collection
 - 4.5.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 4.5.2. Swabs
 - 4.5.2.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

4.5.3. Viral Transport Media

4.5.3.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

4.5.4. Blood Collection Kits

4.5.4.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

4.5.5. Other Consumables

4.5.5.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

CHAPTER 5. BACTERIAL AND VIRAL SPECIMEN COLLECTION MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

5.1. Application Segment Dashboard

5.2. Bacterial and Viral Specimen Collection Market: Application Movement Analysis

5.3. Global Bacterial and Viral Specimen Collection Market Size & Trend Analysis, By Application, 2018 to 2030 (USD Million)

5.4. Diagnostics

5.4.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

5.5. Research

5.5.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

CHAPTER 6. BACTERIAL AND VIRAL SPECIMEN COLLECTION MARKET: END USE ESTIMATES & TREND ANALYSIS

6.1. End Use Segment Dashboard

6.2. Bacterial and Viral Specimen Collection Market: End Use Movement Analysis

6.3. Global Bacterial and Viral Specimen Collection Market Size & Trend Analysis, By End Use, 2018 to 2030 (USD Million)

6.4. Hospitals & Clinics

6.4.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

6.5. Home Testing

6.5.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

6.6. Research Laboratories

6.6.1. Market Estimates and Forecasts 2018 to 2030 (USD Million)

CHAPTER 7. BACTERIAL AND VIRAL SPECIMEN COLLECTION MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Market Dashboard

7.2. Regional Market Share Analysis, 2024 & 2030

7.3. Bacterial and Viral Specimen Collection Market by Region: Key Takeaways

7.4. North America

7.4.1. U.S.

7.4.1.1. Key Country Dynamics

7.4.1.2. Regulatory Framework/ Reimbursement Structure

7.4.1.3. Competitive Scenario

7.4.1.4. U.S. Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.4.2. Canada

7.4.2.1. Key Country Dynamics

7.4.2.2. Regulatory Framework/ Reimbursement Structure

7.4.2.3. Competitive Scenario

7.4.2.4. Canada Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.4.3. Mexico

7.4.3.1. Key Country Dynamics

7.4.3.2. Regulatory Framework/ Reimbursement Structure

7.4.3.3. Competitive Scenario

7.4.3.4. Mexico Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.5. Europe

7.5.1. U.K.

7.5.1.1. Key Country Dynamics

7.5.1.2. Regulatory Framework/ Reimbursement Structure

7.5.1.3. Competitive Scenario

7.5.1.4. U.K. Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.5.2. Germany

7.5.2.1. Key Country Dynamics

7.5.2.2. Regulatory Framework/ Reimbursement Structure

7.5.2.3. Competitive Scenario

7.5.2.4. Germany Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.5.3. France

7.5.3.1. Key Country Dynamics

7.5.3.2. Regulatory Framework/ Reimbursement Structure

7.5.3.3. Competitive Scenario

7.5.3.4. France Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.5.4. Italy

7.5.4.1. Key Country Dynamics

7.5.4.2. Regulatory Framework/ Reimbursement Structure

7.5.4.3. Competitive Scenario

7.5.4.4. Italy Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.5.5. Spain

7.5.5.1. Key Country Dynamics

- 7.5.5.2. Regulatory Framework/ Reimbursement Structure
- 7.5.5.3. Competitive Scenario
- 7.5.5.4. Spain Market Estimates and Forecasts 2018 to 2030 (USD Million)
- 7.5.6. Denmark
 - 7.5.6.1. Key Country Dynamics
 - 7.5.6.2. Regulatory Framework/ Reimbursement Structure
 - 7.5.6.3. Competitive Scenario
 - 7.5.6.4. Denmark Market Estimates and Forecasts 2018 to 2030 (USD Million)
- 7.5.7. Sweden
 - 7.5.7.1. Key Country Dynamics
 - 7.5.7.2. Regulatory Framework/ Reimbursement Structure
 - 7.5.7.3. Competitive Scenario
 - 7.5.7.4. Sweden Market Estimates and Forecasts 2018 to 2030 (USD Million)
- 7.5.8. Norway
 - 7.5.8.1. Key Country Dynamics
 - 7.5.8.2. Regulatory Framework/ Reimbursement Structure
 - 7.5.8.3. Competitive Scenario
 - 7.5.8.4. Norway Market Estimates and Forecasts 2018 to 2030 (USD Million)
- 7.6. Asia Pacific
 - 7.6.1. Japan
 - 7.6.1.1. Key Country Dynamics
 - 7.6.1.2. Regulatory Framework/ Reimbursement Structure
 - 7.6.1.3. Competitive Scenario
 - 7.6.1.4. Japan Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 7.6.2. China
 - 7.6.2.1. Key Country Dynamics
 - 7.6.2.2. Regulatory Framework/ Reimbursement Structure
 - 7.6.2.3. Competitive Scenario
 - 7.6.2.4. China Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 7.6.3. India
 - 7.6.3.1. Key Country Dynamics
 - 7.6.3.2. Regulatory Framework/ Reimbursement Structure
 - 7.6.3.3. Competitive Scenario
 - 7.6.3.4. India Market Estimates and Forecasts 2018 to 2030 (USD Million)
 - 7.6.4. Australia
 - 7.6.4.1. Key Country Dynamics
 - 7.6.4.2. Regulatory Framework/ Reimbursement Structure
 - 7.6.4.3. Competitive Scenario
 - 7.6.4.4. Australia Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.6.5. Thailand

7.6.5.1. Key Country Dynamics

7.6.5.2. Regulatory Framework/ Reimbursement Structure

7.6.5.3. Competitive Scenario

7.6.5.4. Thailand Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.6.6. South Korea

7.6.6.1. Key Country Dynamics

7.6.6.2. Regulatory Framework/ Reimbursement Structure

7.6.6.3. Competitive Scenario

7.6.6.4. South Korea Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.7. Latin America

7.7.1. Latin America Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.7.2. Brazil

7.7.2.1. Key Country Dynamics

7.7.2.2. Regulatory Framework/ Reimbursement Structure

7.7.2.3. Competitive Scenario

7.7.2.4. Brazil Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.7.3. Argentina

7.7.3.1. Key Country Dynamics

7.7.3.2. Regulatory Framework/ Reimbursement Structure

7.7.3.3. Competitive Scenario

7.7.3.4. Argentina Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.8. Middle East and Africa

7.8.1. Middle East and Africa Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.8.2. South Africa

7.8.2.1. Key Country Dynamics

7.8.2.2. Regulatory Framework/ Reimbursement Structure

7.8.2.3. Competitive Scenario

7.8.2.4. South Africa Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.8.3. Saudi Arabia

7.8.3.1. Key Country Dynamics

7.8.3.2. Regulatory Framework/ Reimbursement Structure

7.8.3.3. Competitive Scenario

7.8.3.4. Saudi Arabia Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.8.4. UAE

7.8.4.1. Key Country Dynamics

7.8.4.2. Regulatory Framework/ Reimbursement Structure

7.8.4.3. Competitive Scenario

7.8.4.4. UAE Market Estimates and Forecasts 2018 to 2030 (USD Million)

7.8.5. Kuwait

7.8.5.1. Key Country Dynamics

7.8.5.2. Regulatory Framework/ Reimbursement Structure

7.8.5.3. Competitive Scenario

7.8.5.4. Kuwait Market Estimates and Forecasts 2018 to 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis, By Key Market Participants

8.2. Company/ Competition Categorization

8.3. Vendor Landscape

8.3.1. Key Company Heat Map Analysis, 2024

8.4. Company Profiles

8.4.1. Puritan Medical Products

8.4.1.1. Company Overview

8.4.1.2. Financial Performance

8.4.1.3. Product Benchmarking

8.4.1.4. Strategic Initiatives

8.4.2. Copan Diagnostics Inc.

8.4.2.1. Company Overview

8.4.2.2. Financial Performance

8.4.2.3. Product Benchmarking

8.4.2.4. Strategic Initiatives

8.4.3. BD (Becton, Dickinson and Company)

8.4.3.1. Company Overview

8.4.3.2. Financial Performance

8.4.3.3. Product Benchmarking

8.4.3.4. Strategic Initiatives

8.4.4. Thermo Fisher Scientific Inc.

8.4.4.1. Company Overview

8.4.4.2. Financial Performance

8.4.4.3. Product Benchmarking

8.4.4.4. Strategic Initiatives

8.4.5. QuidelOrtho Corporation

8.4.5.1. Company Overview

8.4.5.2. Financial Performance

8.4.5.3. Product Benchmarking

8.4.5.4. Strategic Initiatives

8.4.6. Longhorn Vaccines and Diagnostics, LLC

- 8.4.6.1. Company Overview
- 8.4.6.2. Financial Performance
- 8.4.6.3. Product Benchmarking
- 8.4.6.4. Strategic Initiatives

8.4.7. Pretium Packaging

- 8.4.7.1. Company Overview
- 8.4.7.2. Financial Performance
- 8.4.7.3. Product Benchmarking
- 8.4.7.4. Strategic Initiatives

8.4.8. Trinity Biotech

- 8.4.8.1. Company Overview
- 8.4.8.2. Financial Performance
- 8.4.8.3. Product Benchmarking
- 8.4.8.4. Strategic Initiatives

8.4.9. Medical Wire & Equipment

- 8.4.9.1. Company Overview
- 8.4.9.2. Financial Performance
- 8.4.9.3. Product Benchmarking
- 8.4.9.4. Strategic Initiatives

8.4.10. HiMedia Laboratories, LLC

- 8.4.10.1. Company Overview
- 8.4.10.2. Financial Performance
- 8.4.10.3. Product Benchmarking
- 8.4.10.4. Strategic Initiatives

8.4.11. Hardy Diagnostics

- 8.4.11.1. Company Overview
- 8.4.11.2. Financial Performance
- 8.4.11.3. Product Benchmarking
- 8.4.11.4. Strategic Initiatives

8.4.12. Wuxi NEST Biotechnology Co., Ltd. (Nest Scientific)

- 8.4.12.1. Company Overview
- 8.4.12.2. Financial Performance
- 8.4.12.3. Product Benchmarking
- 8.4.12.4. Strategic Initiatives

8.4.13. VIRCELL SL

- 8.4.13.1. Company Overview
- 8.4.13.2. Financial Performance
- 8.4.13.3. Product Benchmarking

8.4.13.4. Strategic Initiatives

8.4.14. DiaSorin S.p.A.

8.4.14.1. Company Overview

8.4.14.2. Financial Performance

8.4.14.3. Product Benchmarking

8.4.14.4. Strategic Initiatives

8.4.15. Titan Biotech

8.4.15.1. Company Overview

8.4.15.2. Financial Performance

8.4.15.3. Product Benchmarking

8.4.15.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of Secondary Sources

Table 2 List of Abbreviations

Table 3 Global Bacterial and Viral Specimen Collection Market, By Region, 2018 - 2030 (USD Million)

Table 4 Global Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 5 Global Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 6 Global Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 7 North America Bacterial and Viral Specimen Collection Market, By Country, 2018 - 2030 (USD Million)

Table 8 North America Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 9 North America Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 10 North America Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 11 U.S. Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 12 U.S. Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 13 U.S. Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 14 Canada Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 15 Canada Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 16 Canada Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 17 Mexico Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 18 Mexico Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 19 Mexico Bacterial and Viral Specimen Collection Market, By End Use, 2018 -

2030 (USD Million)

Table 20 Europe Bacterial and Viral Specimen Collection Market, By Country, 2018 - 2030 (USD Million)

Table 21 Europe Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 22 Europe Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 23 Europe Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 24 U.K. Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 25 U.K. Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 26 U.K. Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 27 Germany Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 28 Germany Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 29 Germany Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 30 France Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 31 France Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 32 France Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 33 Italy Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 34 Italy Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 35 Italy Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 36 Spain Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 37 Spain Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 38 Spain Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 39 Denmark Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 40 Denmark Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 41 Denmark Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 42 Sweden Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 43 Sweden Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 44 Sweden Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 45 Norway Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 46 Norway Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 47 Norway Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 48 Asia Pacific Bacterial and Viral Specimen Collection Market, By Country, 2018 - 2030 (USD Million)

Table 49 Asia Pacific Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 50 Asia Pacific Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 51 Asia Pacific Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 52 Japan Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 53 Japan Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 54 Japan Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 55 China Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 56 China Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 57 China Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 58 India Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030

(USD Million)

Table 59 India Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 60 India Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 61 South Korea Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 62 South Korea Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 63 South Korea Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 64 Australia Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 65 Australia Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 66 Australia Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 67 Thailand Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 68 Thailand Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 69 Thailand Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 70 Latin America Bacterial and Viral Specimen Collection Market, By Country, 2018 - 2030 (USD Million)

Table 71 Latin America Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 72 Latin America Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 73 Latin America Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 74 Brazil Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 75 Brazil Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 76 Brazil Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 77 Argentina Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 78 Argentina Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 79 Argentina Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 80 Middle East & Africa Bacterial and Viral Specimen Collection Market, By Country, 2018 - 2030 (USD Million)

Table 81 Middle East & Africa Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 82 Middle East & Africa Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 83 Middle East & Africa Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 84 South Africa Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 85 South Africa Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 86 South Africa Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 87 Saudi Arabia Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 88 Saudi Arabia Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 89 Saudi Arabia Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 90 UAE Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 91 UAE Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 92 UAE Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

Table 93 Kuwait Bacterial and Viral Specimen Collection Market, By Product, 2018 - 2030 (USD Million)

Table 94 Kuwait Bacterial and Viral Specimen Collection Market, By Application, 2018 - 2030 (USD Million)

Table 95 Kuwait Bacterial and Viral Specimen Collection Market, By End Use, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market Research Process
- Fig. 2 Data Triangulation Techniques
- Fig. 3 Primary Research Pattern
- Fig. 4 Primary Interviews
- Fig. 5 Market Research Approaches
- Fig. 6 Value-Chain-Based Sizing & Forecasting
- Fig. 7 QFD Modeling for Market Share Assessment
- Fig. 8 Market Formulation & Validation
- Fig. 9 Bacterial and Viral Specimen Collection Market: Market Outlook
- Fig. 10 Bacterial and Viral Specimen Collection Competitive Insights
- Fig. 11 Parent Market Outlook
- Fig. 12 Related/Ancillary Market Outlook
- Fig. 13 Penetration and Growth Prospect Mapping
- Fig. 14 Industry Value Chain Analysis
- Fig. 15 Bacterial and Viral Specimen Collection Market Driver Impact
- Fig. 16 Bacterial and Viral Specimen Collection Market Restraint Impact
- Fig. 17 Bacterial and Viral Specimen Collection Market Strategic Initiatives Analysis
- Fig. 18 Bacterial and Viral Specimen Collection Market: Product Movement Analysis
- Fig. 19 Bacterial and Viral Specimen Collection Market: Product Outlook and Key Takeaways
- Fig. 20 Bacterial Specimen Collection Market Estimates and Forecast, 2018 - 2030
- Fig. 21 Swabs Market Estimates and Forecast, 2018 - 2030
- Fig. 22 Bacterial Transport Media Market Estimates and Forecast, 2018 - 2030
- Fig. 23 Blood Collection Kits Market Estimates and Forecast, 2018 - 2030
- Fig. 24 Other Consumables Market Estimates and Forecast, 2018 - 2030
- Fig. 25 Viral Specimen Collection Market Estimates and Forecast, 2018 - 2030
- Fig. 26 Swabs Market Estimates and Forecast, 2018 - 2030
- Fig. 27 Viral Transport Media Market Estimates and Forecast, 2018 - 2030
- Fig. 28 Blood Collection Kits Market Estimates and Forecast, 2018 - 2030
- Fig. 29 Other Consumables Market Estimates and Forecast, 2018 - 2030
- Fig. 30 Bacterial and Viral Specimen Collection Market: Application Movement Analysis
- Fig. 31 Bacterial and Viral Specimen Collection Market: Application Outlook and Key Takeaways
- Fig. 32 Diagnostic Market, 2018 - 2030 (USD Million)
- Fig. 33 Research Market, 2018 - 2030 (USD Million)

- Fig. 34 Diagnostic Laboratories Market, 2018 - 2030 (USD Million)
- Fig. 35 Bacterial and Viral Specimen Collection Market: End Use Movement Analysis
- Fig. 36 Bacterial and Viral Specimen Collection Market: End Use Outlook and Key Takeaways
- Fig. 37 Hospitals & Clinics Market, 2018 - 2030 (USD Million)
- Fig. 38 Home Testing Market, 2018 - 2030 (USD Million)
- Fig. 39 Research Laboratories Market, 2018 - 2030 (USD Million)
- Fig. 40 Global Bacterial and Viral Specimen Collection Market: Regional Movement Analysis
- Fig. 41 Global Bacterial and Viral Specimen Collection Market: Regional Outlook and Key Takeaways
- Fig. 42 North America Market Estimates and Forecasts, 2018 - 2030
- Fig. 43 U.S. Market Estimates and Forecasts, 2018 - 2030
- Fig. 44 Canada Market Estimates and Forecasts, 2018 - 2030
- Fig. 45 Mexico Market Estimates and Forecasts, 2018 - 2030
- Fig. 46 Europe Market Estimates and Forecasts, 2018 - 2030
- Fig. 47 U.K. Market Estimates and Forecasts, 2018 - 2030
- Fig. 48 Germany Market Estimates and Forecasts, 2018 - 2030
- Fig. 49 France Market Estimates and Forecasts, 2018 - 2030
- Fig. 50 Italy Market Estimates and Forecasts, 2018 - 2030
- Fig. 51 Spain Market Estimates and Forecasts, 2018 - 2030
- Fig. 52 Denmark Market Estimates and Forecasts, 2018 - 2030
- Fig. 53 Sweden Market Estimates and Forecasts, 2018 - 2030
- Fig. 54 Norway Market Estimates and Forecasts, 2018 - 2030
- Fig. 55 Asia Pacific Market Estimates and Forecasts, 2018 - 2030
- Fig. 56 Japan Market Estimates and Forecasts, 2018 - 2030
- Fig. 57 China Market Estimates and Forecasts, 2018 - 2030
- Fig. 58 India Market Estimates and Forecasts, 2018 - 2030
- Fig. 59 Australia Market Estimates and Forecasts, 2018 - 2030
- Fig. 60 Thailand Market Estimates and Forecasts, 2018 - 2030
- Fig. 61 South Korea Market Estimates and Forecasts, 2018 - 2030
- Fig. 62 Latin America Market Estimates and Forecasts, 2018 - 2030
- Fig. 63 Brazil Market Estimates and Forecasts, 2018 - 2030
- Fig. 64 Argentina Market Estimates and Forecasts, 2018 - 2030
- Fig. 65 Middle East & Africa Market Estimates and Forecasts, 2018 - 2030
- Fig. 66 South Africa Market Estimates and Forecasts, 2018 - 2030
- Fig. 67 Saudi Arabia Market Estimates and Forecasts, 2018 - 2030
- Fig. 70 UAE Market Estimates and Forecasts, 2018 - 2030
- Fig. 71 Kuwait Market Estimates and Forecasts, 2018 - 2030

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