

Bilirubin Testing Market Size, Share & Trends Analysis Report By Product (Test Cartridges & Strips, Dedicated Blood Bilirubin Analyzers), By Testing , By Patient (Neonates), By Application, By End Use, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global bilirubin testing market size was estimated at USD 2.16 billion in 2025 and is projected to reach USD 2.94 billion by 2033, growing at a CAGR of 4.04% from 2026 to 2033. The market is experiencing a transformative phase, driven by an urgent need for early diagnostic tools in neonatal care and the rising prevalence of liver-related diseases.

Recently, there is a significant pivot toward point-of-care (POC) testing, with new microfluidic devices achieving over 90% sensitivity in clinical trials. These innovations are largely propelled by the increasing incidence of neonatal jaundice, which affects nearly 60% of full-term infants, and the global surge in chronic liver conditions such as Nonalcoholic Fatty Liver Disease (NAFLD).

Strategic moves by industry leaders, including the integration of automated high-throughput analyzers in diagnostic labs, are streamlining workflows and reducing the time-to-result from hours to minutes. This evolution is further supported by updated clinical guidelines from organizations like the American Academy of Pediatrics (AAP), which advocate for more rigorous screening protocols to prevent kernicterus, thereby cementing bilirubin testing as a non-negotiable standard in modern pediatric healthcare.

In July 2025, a pilot study reported the development of a new microfluidic-based point-of-care device for bilirubin testing that demonstrated strong correlation ($R^2 = 0.986$) with standard laboratory methods, along with high sensitivity (90%) and specificity (97%) in

classifying clinically relevant bilirubin levels. Designed with portable optoelectronic sensing technology, the device aims to provide accurate, rapid testing outside traditional laboratory settings, particularly benefiting neonatal jaundice screening and liver function assessment in decentralized or resource-limited environments. Although validated on a small sample size and requiring broader clinical studies, the innovation supports the expansion of point-of-care diagnostics, increases accessibility to bilirubin testing, and is likely to drive growth in the decentralized and neonatal diagnostics segments of the market.

One of the most significant developments in the market scope is the rapid adoption of transcutaneous bilirubinometry (TcB) and smartphone-based diagnostic applications. Traditionally, bilirubin levels were measured via invasive "heel stick" blood draws, which cause significant distress to neonates and carry risks of infection. However, the market is now shifting toward light-based, non-invasive sensors that provide instantaneous readings through the skin. Emerging research into Artificial Intelligence (AI) and machine learning has introduced 1D Convolutional Neural Networks capable of analyzing smartphone images of an infant's skin or eyes to predict bilirubin levels with near-clinical accuracy. This technological leap not only enhances patient comfort but also expands the market's reach into home-based monitoring and remote healthcare settings, allowing parents and clinicians to track jaundice levels without frequent hospital visits.

Global Bilirubin Testing Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global bilirubin testing market report based on product, technology, application, patient, end use, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Bilirubin Reagent Kits and Assay Consumables

Calibrators and Quality Controls

Test Cartridges and Strips

Dedicated Blood Bilirubin Analyzers

Technology Outlook (Revenue, USD Million, 2021 - 2033)

Laboratory-Based Testing

POC Testing

Application Outlook (Revenue, USD Million, 2021 - 2033)

Neonatal Jaundice Screening and Monitoring

Liver Function Testing (LFT)

Hemolytic Disorders Assessment

Routine & Pre-operative Health Screening

Patient Outlook (Revenue, USD Million, 2021 - 2033)

Neonates

Pediatric Patients

Adults

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Hospitals & NICUs

Diagnostic Laboratories

Maternity and Neonatal Clinics

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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