

Human Papilloma Virus Testing Market Size, Share, & Trends Analysis Report By Application (Cervical Cancer Screening, Vaginal Cancer Screening), By Product, By Technology, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The global human papilloma virus testing market size was valued at USD 1.76 billion in 2024 and is expected to grow at a CAGR of 13.6% from 2025 to 2030, attributed to increasing awareness of HPV-related cancers, such as cervical and throat cancers. Educational initiatives and public health campaigns encourage people to get tested regularly, leading to higher screening rates.

The adoption of at-home testing kits is further driving market expansion. These kits provide a convenient, private, and accessible method for individuals to test for HPV, empowering users to manage their health more proactively. The combination of heightened awareness and the availability of at-home testing is significantly boosting market demand.

Rising demand for preventive healthcare is projected to fuel the growth of the HPV testing industry, with more individuals seeking early detection to avoid HPV-related cancers. This shift toward proactive health measures encourages routine HPV screenings, especially for women over 30. Technological advancements in testing methods, including PCR-based and next-generation sequencing, are further enhancing the accuracy and efficiency of HPV tests. These innovations make testing more

accessible, reliable, and cost-effective, thus driving market expansion by improving the overall patient experience and encouraging broader adoption of HPV testing solutions.

Global Human Papilloma Virus 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 2018 to 2030. For the purpose of this study, Grand View Research has segmented the global human papilloma virus (HPV) testing market report on the basis of application, product, technology, end use, and region:

Application Outlook (Revenue, USD Million, 2018 - 2030)

Cervical Cancer Screening

Vaginal Cancer Screening

Product Outlook (Revenue, USD Million, 2018 - 2030)

Instruments

Consumables

Services

Technology Outlook (Revenue, USD Million, 2018 - 2030)

PCR

Immunodiagnosics

Others

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Hospitals & Clinics

Laboratories

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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