

Infectious Disease Immunoassay Testing Market Size, Share & Trends Analysis Report By Disease Type (Viral Infections, Bacterial Infections, Fungal Infections, Parasitic Infections), By Technology, By Test Type, By End Use, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Infectious Disease Immunoassay Testing Market Summary

The global infectious disease immunoassay testing market size was estimated at USD 8.89 billion in 2025 and is projected to grow from USD 9.12 billion in 2026 to USD 12.03 billion by 2033, at a CAGR of 4.02% from 2026 to 2033. North America dominated the global infectious disease immunoassay testing market with the largest revenue share of 47.75% in 2025.

Market Dynamics

Drivers: Rising Prevalence of Infectious Diseases

The increasing burden of infectious diseases remains a significant factor supporting the market growth. The rising incidence of viral, bacterial, fungal, and parasitic infections continues to drive demand for rapid, accurate immunoassay-based diagnostic and serological testing solutions across healthcare settings globally. According to the World Health Organization, approximately 10.7 million people developed tuberculosis globally in 2024, while nearly 1.23 million tuberculosis-related deaths were reported during the year. Moreover, UNAIDS estimated that around 40.08 million people were living with HIV globally in 2025. The growing burden of chronic infectious diseases is driving

greater adoption of ELISA, CLIA, rapid antigen tests, and combined antigen/antibody immunoassay technologies across hospitals, diagnostic laboratories, blood banks, and public health screening programs. This has further resulted in the continuous growth of immunoassay infectious diagnostics market.

Respiratory infectious diseases continue to account for a substantial share of global infectious disease testing volumes. According to the U.S. Centers for Disease Control and Prevention (CDC), influenza activity continued to increase across the United States during the 2025 respiratory virus season, with influenza infections growing or likely growing in 47 states as of December 2025. In addition, RSV infections were reported to be growing or likely growing in 32 states, particularly among children aged 0-4 years, while COVID-19 infections were increasing across 31 states. The continued circulation of influenza, RSV, and COVID-19 is generating significant seasonal demand for immunoassay-based infectious disease testing across healthcare settings. The rising prevalence of respiratory viral infections is accelerating the adoption of rapid antigen tests, fluorescent immunoassays, and chemiluminescence immunoassay (CLIA) systems across hospitals, physician offices, and diagnostic laboratories. The increasing focus on early disease detection, respiratory infection surveillance, and outbreak management is further supporting the global growth of the infectious disease immunoassay testing industry.

Sexually transmitted infections and vector-borne diseases are also contributing to the market growth. The WHO estimated that more than 1 million curable sexually transmitted infections are acquired every day globally, including syphilis, gonorrhea, chlamydia, and trichomoniasis. Rising STI prevalence and increasing burden of infections such as HSV-2 and syphilis are strengthening demand for antibody testing and combined antigen/antibody immunoassays across diagnostic laboratories, blood banks, and public health agencies. In addition, increasing dengue outbreaks across the Asia Pacific and Latin America are supporting the adoption of multiplex immunoassays and rapid antigen testing solutions. At the same time, the expansion of infectious disease screening programs continues to increase global immunoassay testing volumes.

Global Infectious Disease Immunoassay 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 infectious disease immunoassay testing market report based on disease type, technology, test

type, technology, and region:

Disease Type Outlook (Revenue, USD Million, 2021 - 2033)

Viral infections

Bacterial infections

Fungal infections

Parasitic infections

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

ELISA

CLIA

Rapid antigen tests

Fluorescent immunoassay

Multiplex immunoassay

Test Type Outlook (Revenue, USD Million, 2021 - 2033)

Antigen testing

Antibody testing

Combined Ag/Ab tests

Toxin assays

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

Hospitals

Diagnostic labs

Physician offices

Blood banks

Public health agencies

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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