

# **Self-testing Market Size, Share & Trends Analysis Report By Product (Kits, Devices, Strips), By Sample (Blood, Urine), By Application, By Distribution Channel, By Usage, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Self-testing Market Growth & Trends**

The global self-testing market size is expected to reach USD 18.32 billion by 2030, registering a CAGR of 8.40% from 2025 to 2030, according to a new report by Grand View Research, Inc. This is owing to the increasing health awareness, convenience, cost-effectiveness, technological advancements, the rising prevalence of chronic diseases, remote healthcare trends, and the need for timely and accessible health information. According to the WHO, noncommunicable diseases cause 41 million deaths every year across the globe.

Moreover, innovations in portable and user-friendly devices, integration with smartphones and digital platforms, enhanced accuracy and sensitivity of testing methods, and the development of rapid diagnostic tools have all contributed to making self-testing more accessible, reliable, and convenient for consumers. For instance, in March 2023, Lucira Health, Inc. announced the launch of the COVID-19 & Flu Home Test. The test is an all-in-one combination test capable of delivering results in 30 minutes. Such advancements are anticipated to expand the market's reach and acceptance over the forecast period.

Furthermore, COVID-19 has accelerated the adoption of self-testing technologies and

highlighted the importance of self-diagnostic tools in managing public health crises. Regulatory bodies expedited approvals for various self-testing products to meet the increasing demand, contributing to the market's growth. For instance, in February 2021, Siemens Healthineers received approval from the German Federal Office for Drugs and Medical Devices for its CLINITEST Rapid COVID-19 Antigen Self-Test, enabling its self-administration in Germany.

Key players in the market for self-testing, such as Johnson & Johnson, B. Braun Holding GmbH, Piramal Enterprises, Cardinal Health, and BD, among others, are adopting various strategies to enhance their product penetration and expand their customer base. For instance, in December 2022, Roche Holding partnered with Pfizer on a U.S. campaign. The goal of this campaign is to create awareness regarding COVID-19 treatment and testing.

### Self-testing Market Report Highlights

Factors boosting the market for self-testing include growing opportunities owing to advancements in technology, increasing R&D activities by leading participants, increasing cases of chronic conditions, and rising adoption of telemedicine.

On the basis of the sample, the blood segment held the largest market share in 2024. The market growth is attributed to growing cases of chronic conditions, and increasing technological advancements in self-testing kits such as AI and ML, which are driving the industry revenue of the segment.

On the basis of products, kits held the largest share and the segment is further projected to expand at the fastest CAGR over the forecast period. The market growth for self-testing is attributed to the growing focus of key players on investing in R&D and developing new products.

On the basis of application, allergy tests held the largest revenue share in 2024. The increasing incidence of allergic conditions is one of the key factors contributing to the growth of the market segment over the forecast period.

On the other hand, the cancer tests segment is projected

to showcase the fastest CAGR over the forecast period. Rising cancer cases are one of the key reasons for the segment's growth. The increasing focus of companies to launch new products further boosts segment growth.

On the basis of usage, disposable tests held the dominant revenue share in 2024. The segment is projected to further expand with the fastest CAGR over the forecast period.

North America accounted for the largest revenue share in 2024, which is attributed to the growing cases of chronic conditions that require quick diagnosis, technological advancements in the healthcare sector, and the availability of key players.

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