

# **Specimen Collection Cards Market Size, Share & Trends Analysis Report By Type Of Specimen, By Material, By Product, By Application, By Distribution Channel, By End-use, By Region, And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

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### **Specimen Collection Cards Market Growth & Trends**

The global specimen collection cards market size is expected to reach USD 621.29 million by 2030, growing at 4.9% CAGR from 2023 to 2030, according to a new report by Grand View Research, Inc. The market is expected to register promising growth owing to the increasing emphasis on non-invasive procedures, favorable government policies for newborn screening, and increasing investments in research & development. Moreover, ease of use and cost-effectiveness of the products is also likely to have a positive impact on the market growth.

The market is experiencing significant growth due to the increasing focus on personalized medicine, genetic testing, health monitoring, and well-being initiatives. Personalized medicine aims to customize medical treatments based on individual genetic profiles, lifestyle factors, and other relevant information. Genetic testing plays a vital role in this approach by providing insights into an individual's genetic makeup, enabling personalized diagnostics, treatment selection, and disease prevention strategies. Specimen collection cards have become essential tools in genetic testing processes, offering a convenient and reliable method for collecting various biological samples, such as saliva, blood, and tissue.

Moreover, specimen collection cards contribute to health monitoring and well-being programs by enabling the collection of biomarkers & analytes that provide valuable information about an individual's health status and overall well-being. These cards are used in kits designed for monitoring hormone levels, detecting infectious diseases, and measuring key biomarkers related to chronic conditions like diabetes or cardiovascular diseases.

The ease of sample collection using specimen collection cards promotes regular monitoring, facilitating early detection of health issues and timely interventions, ultimately leading to improved health outcomes. The growing emphasis on personalized medicine, genetic testing, health monitoring, and well-being initiatives is driving the demand for specimen collection cards in the market. These cards provide a practical solution by offering a versatile and user-friendly platform for collecting various biological samples, empowering individuals to take control of their health. The integration of specimen collection cards into innovative genetic testing kits and health monitoring solutions further solidifies their role in supporting personalized medicine and enabling individuals to make well-informed decisions about their health & well-being.

Key players operating in the industry are focusing on raising funds to excel in their research and development activities along with other inorganic and organic strategies. For instance, in June 2022, OrisDX received funding for its innovation in saliva-based diagnostics for oral cancers. The company received funding of USD 1.76 million as an investment for progressing its research. Such developments are estimated to offer a favorable environment for the adoption of specimen collection cards during the forecast period.

### Specimen Collection Cards Market Report Highlights

The specimen collection cards industry is expected to witness considerable growth due to rising emphasis on personalized medicines and cost-efficiency

The blood sample segment held the largest share in 2022, owing to an extensive rate of newborn screening in developed as well as developing countries

In 2022, the cotton & cellulose-based segment dominated the material segment owing to its operational superiority over other materials. Furthermore, the improved capacity of cotton & cellulose-based material for sample storage and integrity also drives its growth

The Whatman 903 product segment dominated the market in 2022 owing to its adoption in various government initiatives and research studies. Moreover, the extensive geographical presence of the company is also playing a major role in dominating market share

The newborn screening segment dominated the application segment in 2022. The favorable regulatory environment for newborn screening in several countries is contributing to the segment growth

The offline segment dominated the market in 2022 owing to convenient access. The online segment is estimated to register the fastest CAGR due to technological advancements

The hospital and clinics end-use segment held the major market share in 2022 due to its substantial adoption

North America dominated the market in 2022 due to the presence of key players and rising support from the government

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