

# U.S. HSV Testing Market Size, Share & Trends Analysis By Type (HSV-1/HSV-2 Combines, HSV-1, HSV-2), By Test Type, By Sample Type (Blood, Swabs, Cerebrospinal Fluid), By End Use, By Region, And Segment Forecasts, 2025 - 2033

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## Abstracts

### U.S. HSV Testing Market Summary

The U.S. HSV testing market size was estimated at USD 205.0 million in 2024 and is expected to grow at a CAGR of 5.24% from 2025 to 2033. The market includes a range of diagnostic solutions designed for the accurate and timely detection of herpes simplex virus types 1 and 2. Testing methods span from conventional serological assays to advanced molecular platforms, enabling reliable clinical decision-making across hospitals, diagnostic laboratories, and outpatient settings. These tests are widely used for managing sexually transmitted infections and prenatal screening, with increasing adoption in decentralized and point-of-care environments as the demand for rapid and accessible testing grows.

Ongoing advancements in molecular diagnostic technologies continue to improve the sensitivity and turnaround time of HSV testing in the U.S. Multiplex PCR platforms that detect HSV alongside other STIs are gaining preference in outpatient clinics and emergency departments. Moreover, newer test kits with streamlined sample-to-answer workflows have received regulatory clearance, facilitating broader use in primary and urgent care environments.

In a significant regulatory update, the FDA formally classified HSV nucleic acid-based assays for central nervous system (CNS) infections as Class II (special controls) in June 2025. This change applies to qualitative in vitro diagnostics for detecting and

differentiating HSV-1 and HSV-2 in cerebrospinal fluid samples, and it provides a clearer, more streamlined path to market compared to the previous Class III status. By reducing regulatory burdens while ensuring safety and effectiveness, this reclassification is expected to accelerate the availability of CNS-directed HSV tests, benefiting hospitals and neurology centers.

Government-led STI surveillance and prevention efforts are also driving market growth. Public health campaigns focused on adolescent and reproductive health are increasing patient demand for accessible, reliable HSV screening. Furthermore, collaborations between federal health agencies (such as the CDC and NIH) and private diagnostic companies are helping to reduce testing disparities across urban and underserved communities.

## U.S. HSV Testing Market Report Segmentation

This report forecasts revenue growth and provides an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. HSV Testing market report based on type, test type, sample type, end use, and region:

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

HSV-1/HSV-2 Combines

HSV-1

HSV-2

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

Serological tests

Direct detection tests

PCR

Viral culture

Point-of-care tests

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

Blood

Swabs

Cerebrospinal fluid

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

Hospitals

Diagnostic laboratories

Clinics and sexual health centers

Home care / self-testing

**This report can be delivered to the clients within 3 Business Days**

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