

U.S. Immunoassay Market Size, Share & Trends Analysis Report By Product (Reagent & Kits, Analyzers/Instruments), By Technology (RIA, ELISA), By Application, By Specimen, By End-use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Immunoassay Market Growth & Trends

The U.S. immunoassay market is anticipated to reach USD 12.25 billion by 2030 and is projected to grow at a CAGR of 2.8% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing incidence of chronic and infectious diseases and rising demand for early detection of diseases are the major factors contributing to the market growth. According to the International Agency for Research on Cancer, 19,292,789 cancer cases were reported in 2020 and are expected to reach 50,550,287 by 2025. Breast, lung, colorectum, prostate, and stomach are the most common cancers reported.

The rising geriatric population is a significant factor driving the market growth in the U.S. As more individuals reach retirement age and require medical care, the demand for diagnostic tests such as immunoassays is expected to rise. Furthermore, technological advancements such as automation, miniaturization, point-of-care testing devices, and advanced detection technologies are key drivers of the immunoassay market. These innovations have revolutionized immunoassay techniques, making them more efficient, reliable, and accessible for a wide range of applications in healthcare and research.

The growing adoption of immunoassay tests in clinical diagnostics and research

laboratories has positively impacted the U.S. market by driving market expansion, fostering innovation in assay development, and improving patient outcomes through early and accurate diagnosis.

U.S. Immunoassay Market Report Highlights

Reagents & kits led the market with the largest revenue share of 65.82% in 2023 and are expected to grow at the fastest CAGR over the forecast period, owing to the increasing introduction and approval of innovative immunoassay kits

Based on application, the infectious diseases testing segment led the market with the largest revenue share of 29.55% in 2023, due to increasing demand for immunoassays for early detection of infectious diseases such as HIV, hepatitis, COVID-19, and others

Based on end-use, the hospital segments held the market with the largest revenue share of 33.01% in 2023. Hospitals are considered primary care facilities for the diagnosis of various diseases, which is driving segment growth

Based on specimen, the blood segment led the market with the largest revenue share of 43.19% in 2023, owing to the increasing incidence of diseases requiring these blood testing procedures and technological advancements in the segment

In July 2023, SEKISUI Diagnostics introduced the OSOM COVID-19 Antigen Home Test, made in the U.S. The test can be performed at home and is likely to help detect nucleocapsid protein antigen that results from the SARS-CoV-2 virus

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