

# Influenza Diagnostics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global influenza diagnostics market size reached US\$ 893.4 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,461.7 Million by 2028, exhibiting a growth rate (CAGR) of 6.55% during 2023-2028.

Influenza, or flu, refers to a viral infection that mainly affects the human respiratory system, including the nose, throat, and lungs. Influenza diagnostics includes numerous immunoassay tests that aid in detecting the presence of influenza A and B viral nucleoprotein antigens in respiratory specimens. Some of the commonly available diagnostic tests include rapid antigen testing, reverse transcription polymerase chain reaction (RT-PCR), immunofluorescence assays, serology, and rapid molecular assays. Healthcare facilities can assess the precision of these tests by looking at their sensitivity and specificity, which are crucial factors that determine their accuracy levels.

### Influenza Diagnostics Market Trends:

The elevating prevalence of several chronic diseases, such as asthma, chronic obstructive pulmonary disease (COPD), bronchiectasis, cystic fibrosis, etc., that increase the risk of influenza, is primarily driving the global influenza diagnostics market. Besides this, the expanding geriatric population, who are more prone to respiratory tract infections, is also catalyzing the market growth. Additionally, the rising availability of advanced diagnostic immunoassay formats along with the growing usage of miniaturized devices in influenza diagnostics is positively influencing the global market. Moreover, the introduction of CLIA-waived POC molecular influenza tests and the shifting consumer preferences from centralized laboratories to decentralized point-of-care testing are also augmenting the market growth. In addition to this, the emerging popularity of rapid influenza diagnostic test (RIDT) that are convenient to use and

provide results in approximately fifteen minutes is acting as a significant growth-inducing factor. Furthermore, various initiatives by WHO to strengthen influenza surveillance, monitoring, and data utilization, are also stimulating the market growth. In line with this, numerous government bodies are becoming more actively involved in taking preventative steps to reduce the risk of influenza. For instance, the U.S. CDC and the South-East Asian Region (SEAR) have collaborated to support non-researched bilateral influenza as a response to avian, seasonal, and pandemic influenza. In the coming years, the growing integration of artificial intelligence (AI) in influenza diagnostics to minimize the timelines for sample processing and facilitate error-free results is expected to drive the global influenza diagnostics market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global influenza diagnostics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, test type, type of flu and end user.

#### Breakup by Product:

- Test Kit and Reagents
- Instruments
- Others

#### Breakup by Test Type:

- Molecular Diagnostic Tests
  - Polymerase Chain Reaction
  - Isothermal Nucleic Acid Amplification Tests
  - Other Molecular Tests
- Traditional Diagnostic Tests
  - Rapid Influenza Diagnostic Tests
  - Viral Culture Tests
  - Direct Fluorescent Antibody Test
  - Serological Tests

#### Breakup by Type of Flu:

- Type A Flu
- Type B Flu

Type C Flu

Breakup by End User:

Hospitals  
Diagnostic Laboratories  
Others

Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Abbott Laboratories, Becton Dickinson and Company, Coris Bioconcept, Danaher Corporation, DiaSorin S.p.A., F. Hoffmann-La Roche Ltd

(Roche Holding AG), Hologic Inc., Meridian Bioscience Inc., Qiagen N.V, Quidel Corporation, Sekisui Diagnostics LLC (Sekisui Medical Co. Ltd.) and Siemens Healthineers AG (Siemens AG).

### Key Questions Answered in This Report

1. What was the size of the global influenza diagnostics market in 2022?
2. What is the expected growth rate of the global influenza diagnostics market during 2023-2028?
3. What are the key factors driving the global influenza diagnostics market?
4. What has been the impact of COVID-19 on the global influenza diagnostics market?
5. What is the breakup of the global influenza diagnostics market based on the product?
6. What is the breakup of the global influenza diagnostics market based on the test type?
7. What is the breakup of the global influenza diagnostics market based on type of flu?
8. What is the breakup of the global influenza diagnostics market based on the end user?
9. What are the key regions in the global influenza diagnostics market?
10. Who are the key players/companies in the global influenza diagnostics market?

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