

Pregnancy Detection Kits Market Report by Product (Home Pregnancy Tests (HPT), Digital Devices, and Others), Test Type (Urine Test for HCG, Blood Test for HCG, and Others), End User (Household, Gynecology Clinics, Hospitals), and Region 2024-2032

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Abstracts

The global pregnancy detection kits market size reached US\$ 1.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.5 Billion by 2032, exhibiting a growth rate (CAGR) of 5.66% during 2024-2032. The increasing demand for self-detecting pregnancy kits, the introduction of advanced product variants, and the rising birth rate represent some of the key factors driving the market.

Pregnancy detection kits are diagnostics devices used for an early indication of pregnancy. They are manufactured using a lateral flow device (LFD) that contains different types of paper engineered with pores of various sizes. They comprise a test strip that consists of a result window, absorbent paper, and sample well and help detect the presence of reproductive hormones, including human chorionic gonadotropin (HCG), in the samples of urine and blood. They are cost-effective, easy to use, reliable, and provide results in a few minutes. Besides this, as they aid in detecting early pregnancy and promote social and emotional well-being, pregnancy detection kits are gaining traction across the globe. At present, product manufacturers are introducing digital pregnancy detection kits with weeks indicator.

Pregnancy Detection Kits Market Trends:

There is an increase in awareness about the availability of pregnancy detection kits. This, couple with the numerous benefits associated with the early detection of the prenatal period, such as focusing on social and emotional well-being, represents one of the major factors strengthening the growth of the market around the world. Moreover,

the growing adolescent pregnancy rate, rising birth rate, and the increasing number of unplanned pregnancies are some of the factors influencing the market positively. In addition, the increasing demand for home-based pregnancy detection kits to reduce the number of hospital visits and minimize healthcare expenses is contributing to the market growth. Apart from this, key players are focusing on promotional strategies, such as celebrity endorsements, banner and television advertisements and marketing in movie theaters to propel people for using pregnancy detection kits, thereby increasing their overall sales. Furthermore, the expansion of pharmacies across residential areas is propelling the growth of the market. Besides this, there is a rise in the number of online retail platforms that offer pregnancy detection kits at affordable rates and with easy accessibility through the comforts of the home. This, in confluence with significant growth in the pharmaceutical and e-commerce industries, is creating a positive outlook for the market. Additionally, rapid urbanization, rising global population, and expanding purchasing power of the consumer are driving the sales of pregnancy detection kits across the globe.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pregnancy detection kits market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product, test type, and end user.

Product Insights:

Home Pregnancy Tests (HPT)

Digital Devices

Others

The report has provided a detailed breakup and analysis of the pregnancy detection kits market based on the product. This includes home pregnancy tests (HPT), digital devices, and others. According to the report, digital devices represented the largest segment.

Test Type Insights:

Urine Test for HCG

Blood Test for HCG

Others

A detailed breakup and analysis of the pregnancy detection kits market based on the test type has also been provided. This includes urine test for HCG, blood test for HCG, and others. According to the report, blood test for HCG accounted for the largest market share.

End User Insights:

Household
Gynecology Clinics
Hospitals

A detailed breakup and analysis of the pregnancy detection kits market based on the end user has also been provided. This includes household, gynecology clinics and hospitals. According to the report, gynecology clinics accounted for the largest market share.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for pregnancy detection kits. Some of the factors driving the North America pregnancy detection kits market included increased availability of pregnancy detection kits, high government spending on quality healthcare, and an increase in unplanned pregnancies.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pregnancy detection kits market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Abbott Laboratories, Axis Medicare, bioMérieux SA (INSTITUT MERIEUX), Cardinal Health Inc., Church & Dwight Co. Inc., Germaine Laboratories Inc, Mankind Pharma, Piramal Enterprises, QuidelOrtho Corporation, Swiss Precision Diagnostics GmbH (Procter & Gamble Company), etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global pregnancy detection kits market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pregnancy detection kits market?

What are the key regional markets?

Which countries represent the most attractive pregnancy detection kits markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the test type?

What is the breakup of the market based on the end user?

What is the competitive structure of the global pregnancy detection kits market?

Who are the key players/companies in the global pregnancy detection kits market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PREGNANCY DETECTION KITS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Home Pregnancy Tests (HPT)
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Digital Devices
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Others

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY TEST TYPE

7.1 Urine Test for HCG

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Blood Test for HCG

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Others

7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY END USER

8.1 Household

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Gynecology Clinics

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Hospitals

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

- 9.2.1.2 Market Forecast
- 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Abbott Laboratories
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 Axis Medicare
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 bioMérieux SA (INSTITUT MERIEUX)
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Cardinal Health Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
 - 14.3.5 Church & Dwight Co. Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
 - 14.3.6 Germaine Laboratories Inc
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.7 Mankind Pharma
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.8 Piramal Enterprises
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.9 QuidelOrtho Corporation
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio

14.3.10 Swiss Precision Diagnostics GmbH (Procter & Gamble Company)

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Pregnancy Detection Kits Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Pregnancy Detection Kits Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Pregnancy Detection Kits Market Forecast: Breakup by Test Type (in Million US\$), 2024-2032

Table 4: Global: Pregnancy Detection Kits Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 5: Global: Pregnancy Detection Kits Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Pregnancy Detection Kits Market: Competitive Structure

Table 7: Global: Pregnancy Detection Kits Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Pregnancy Detection Kits Market: Major Drivers and Challenges

Figure 2: Global: Pregnancy Detection Kits Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Pregnancy Detection Kits Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Pregnancy Detection Kits Market: Breakup by Product (in %), 2023

Figure 5: Global: Pregnancy Detection Kits Market: Breakup by Test Type (in %), 2023

Figure 6: Global: Pregnancy Detection Kits Market: Breakup by End User (in %), 2023

Figure 7: Global: Pregnancy Detection Kits Market: Breakup by Region (in %), 2023

Figure 8: Global: Pregnancy Detection Kits (Home Pregnancy Tests (HPT)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Pregnancy Detection Kits (Home Pregnancy Tests (HPT)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Pregnancy Detection Kits (Digital Devices) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Pregnancy Detection Kits (Digital Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Pregnancy Detection Kits (Other Products) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Pregnancy Detection Kits (Other Products) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Pregnancy Detection Kits (Urine Test for HCG) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Pregnancy Detection Kits (Urine Test for HCG) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Pregnancy Detection Kits (Blood Test for HCG) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Pregnancy Detection Kits (Blood Test for HCG) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Pregnancy Detection Kits (Other Type of Tests) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Pregnancy Detection Kits (Other Type of Tests) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Pregnancy Detection Kits (Household) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Pregnancy Detection Kits (Household) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Pregnancy Detection Kits (Gynecology Clinics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Pregnancy Detection Kits (Gynecology Clinics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Pregnancy Detection Kits (Hospitals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Pregnancy Detection Kits (Hospitals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: North America: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: North America: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: United States: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: United States: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Canada: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Canada: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Asia-Pacific: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Asia-Pacific: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: China: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: China: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Japan: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Japan: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: India: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: India: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: South Korea: Pregnancy Detection Kits Market: Sales Value (in Million US\$),

2018 & 2023

Figure 41: South Korea: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Australia: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Australia: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Indonesia: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Indonesia: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Others: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Others: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Europe: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Europe: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Germany: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Germany: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: France: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: France: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: United Kingdom: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: United Kingdom: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Italy: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Italy: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Spain: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Spain: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Russia: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Russia: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Others: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Others: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Latin America: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Latin America: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Brazil: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Brazil: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Mexico: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Mexico: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Others: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Others: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Middle East and Africa: Pregnancy Detection Kits Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Middle East and Africa: Pregnancy Detection Kits Market: Breakup by Country (in %), 2023

Figure 74: Middle East and Africa: Pregnancy Detection Kits Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Global: Pregnancy Detection Kits Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Pregnancy Detection Kits Industry: Value Chain Analysis

Figure 77: Global: Pregnancy Detection Kits Industry: Porter's Five Forces Analysis

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