

# **Influenza Diagnostics Market by Test Type (Traditional Diagnostic Test and Molecular Diagnostic Test), by End-user (Hospital, Clinical Laboratories, and Other End-Users), Geography (North America, Europe, APAC, and RoW) - Forecast to 2026**

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## **Abstracts**

Influenza Diagnostics Market by Test Type (Traditional Diagnostic Test and Molecular Diagnostic Test), by End-user (Hospital, Clinical Laboratories, and Other End-Users), Geography (North America, Europe, APAC, and RoW) - Forecast to 2026

Influenza is a highly contagious disease caused by the influenza virus attacking the respiratory system - lungs, nose, and throat, which causes illness. This can also lead to the death of the infected person. Influenza diagnostics tests enable to identify the virus in the body.

Research Methodology:

The influenza diagnostics market has been analyzed by utilizing the optimum combination of secondary sources and in-house methodology, along with an irreplaceable blend of primary insights. The real-time assessment of the market is an integral part of our market sizing and forecasting methodology. Our industry experts and panel of primary participants have helped in compiling relevant aspects with realistic parametric estimations for a comprehensive study. The participation share of different categories of primary participants is given below

The factors pushing the market growth forward are the globally increasing cases of influenza, the given preference for quick diagnosis, an increasing elderly population where the chances of effecting are high, and the advancements in the diagnosis &

various tests. In addition, the developing advanced genomics and proteomics technology also fuel the demand. Although some aspects, such as increasing hospital expenses, the discrepancy in the test sensitivity & test specificity, and restricted regulations are hampering the influenza diagnostics market growth. Globally, a major factor affecting the market is the present COVID-19 Pandemic situation. The COVID-19 is also a contagious disease where the virus is attacking the respiratory system, and the influenza tests are increasing due to this pandemic. Influenza Diagnostics Market is predicted to grow at a CAGR of 6.3% during the forecasting period market is expected to grow from \$4.0 billion in 2020 to a value of \$5.8 billion in 2026.

Influenza Diagnostics Market study is segmented by test type, end-user, and geography.

Based on Test type:

Traditional Diagnostic Tests

RIDT

Viral Culture

DFA

Serological assays

Molecular Diagnostic Tests

RT-PCR

INNAT

TMA

LAMP

NASBA

Other INNAT

Other Molecular Tests

Based on End-User:

Hospitals

Clinical Laboratories

Other End-User

Based on Geography:

North America

Europe

Asia Pacific

Rest of the World

Majorly, the RIDT diagnostic test in traditional diagnostics test is the most demanding segment based on the test type due to simple usage procedure and the low cost of

diagnosis. Moreover, it is significant in the situation of a low-resource setting and also easy to read and less time-consuming procedure. Hence, the RIDT diagnostic test segment has the largest share in the influenza diagnostics market.

The majority of the influenza diagnostics market share is acquired by the hospital segment based on the end-users. However, the influenza tests are frequently carried by the hospitals due to its complicated nature and also require advanced technology products to carry the influenza diagnosis.

As per the geographical analysis, the market is segmented by North America, Europe, Asia Pacific, and the rest of the world. Compared to the other regions, North America has acquired the largest share in the market due to the rising incidence of respiratory diseases such as influenza and the increasing demand for the influenza screening test in this region. Asia Pacific region is estimated to have the fastest growth in the market with the rapidly increasing population, which is leading to the spread of contagious diseases while the government is stepping up its initiatives to reduce the spread of contagious diseases.

Globally, the contagious diseases are increasing; hence, the influenza diagnostics enable to identify influenza the most contagious disease. Majorly two factors emphasizing the influenza diagnostics market growth are the increasing elderly population as the old generation is weak, and lack of immunity can cause influenza and the increasing investments in influenza diagnostic research. Somehow, the rising cost of kits and reagents in the influenza diagnostics is the major aspect hindering the market growth.

The major players who are competing in the influenza diagnostics market are Quidel Corporation, Inc, Abbott Laboratories, Inc., Hologic, Inc, Becton, Dickinson and Company, Danaher CORPORATION, Diasorin sa, Meridian Bioscience, Luminex Corporation, Biom?rieux sa, Genmark Diagnostics, Inc, Siemens Healthineers, Thermo Fisher Scientific, Tecan Trading, Sekisui Diagnostics, F. Hoffmann-la Roche AG, SA Scientific, Ltd, Altona Diagnostics GMBH, Coris Bioconcept SPRL and Elitech Group.

Moreover, the advancements in technology and the innovations in developing the quick, precise, and low-cost diagnosis for diseases is the major aspect creating an opportunity for the influenza diagnostics market players. This report gives an in-depth analysis of the drivers, challenges, and opportunities of the influenza diagnostics market.

The analysis based on the segmentation such as test type, end-users and geography is

provided in this report

This report also provides the strengths and weaknesses, portfolio analysis, capability analysis of the leading players

The report will also help the research organization of influenza diagnostics to support their research in the advancements in the tests for the better diagnosis

Quantitative analysis of the market enables users to understand the contribution of the major regions in the market growth.

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