

# Indian In Vitro Diagnostics Market Analysis 2018

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## Abstracts

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The Indian IVD market is valued at more than US\$ 500 Million, and is expected to surpass US\$ 1.5 Billion by 2018 growing steady at a CAGR of 20%. This remarkable growth can be attributed to increased healthcare awareness, desire to undergo preventive health checkups, availability of disease specific tests, corporate setups promoting health focus of employees, and drift from manual to semi-automated and automated equipment. Emergence of new concepts like point of care testing, near patient testing, increased automation, hospital laboratory management and customer relationship management have revolutionized this segment and contributed towards providing accurate and precise diagnosis at much faster rates.

Apart from catering to people in the Tier I cities, IVD setups are now eyeing expansion in the Tier II and Tier III cities. This can be attributed to high revenue generating option that lie untapped in these cities clubbed with minimum investment required in order to generate high revenues. These IVD majors tie-up with the existing high reputation laboratory adding value in terms of providing technical help as well as contributing significantly in the advising physicians panel.

“Indian In Vitro Diagnostics Market Analysis 2018” research report by Kuick Research is an intriguing text that gives detailed facts and analysis on latest developments in the Indian In Vitro Diagnostics Market landscape. Report gives comprehensive insight on following issues related to development of In Vitro Diagnostics Market in India:

Market Overview

Market Segment Analysis by Device & Reagents

Emerging Market Trends

Market Future Outlook

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Competitive Landscape

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## About

The Indian immunochemistry instruments and reagents market was valued at US\$ xxx Million in 2013, reflecting a xx% increase over 2012. Further subdivisions like ELISA kits and rapid tests contributed additional US\$ xx Million and US\$ xx Million respectively. The third and the most important segment of reagents, accounted for US\$ xx Million. Offlate this segment of IVD seems to be the one showing exponential growth and being the biggest revenue generator for the IVD market. The demand for these tests has grown in the recent years and is still expected to grow manifolds. Primary growth drivers include increasing incidence of infectious diseases, ability to deliver results quicker with the fast Turn Around Time (TAT) and constant innovations in order to keep up with the changing disease patterns.

The increasing prevalence of infectious diseases, cardiac disorders, diabetics, and chronic diseases like autoimmunity and allergy coupled with increase in elderly population has been the major reason contributing to the upsurge. Since the tests are very specific and effective in diagnosing the biomarkers, more and more physicians are prescribing these tests leading to focused development by pharmaceutical companies.

Newer innovative products are constantly in demand diverting most of the financial resources towards development of products that are able to withstand the competition.

Most of the contribution comes from the reagents while around 10% being contributed by instruments. Recent trends like rapid tests and growth of completely new and separate segment called point of care tests have led to the outstanding growth figures and contributed significantly in revenue generation. Though the concept of companion diagnostics is still in nascence and it has to overcome scepticism before it finally hits the market in larger scales, demand for immunochemistry reagents and kits have gone up since these companion diagnostics would be based on immunochemistry. With around 500 products in the pipeline and intense research and development activity being carried out by small and major companies, the future looks bright.

The players in the ELISA kits market have been classified nowadays depending on the revenue generated by them into tier I, II and III and have been cited below. While Lilac Medicare and Euroimmun continue to manage a strong hold over the market and generate significant revenues out of Elisa Kits, others like Transasia and Tulip Diagnostics also have secured position close to them.

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