

Global Handheld Bilirubin Meter Market Growth 2026-2032

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Abstracts

The global Handheld Bilirubin Meter market size is predicted to grow from US\$ 103 million in 2025 to US\$ 111 million in 2032; it is expected to grow at a CAGR of 1.4% from 2026 to 2032.

The core drivers of the development of the Handheld Bilirubin Meter industry are twofold. First, the high incidence of neonatal jaundice creates a rigid clinical demand. The prevalence of jaundice in full-term and premature infants makes non-invasive and rapid testing equipment a necessity for neonatal health protection. Second, policy-driven improvements in the neonatal disease screening capabilities of primary healthcare systems, with relevant regulations listing transcutaneous bilirubin testing as a recommended method, coupled with the popularization and upgrading of equipment in primary healthcare institutions, continue to release market demand.

In 2024, global Handheld Bilirubin Meters reached approximately 55,813 Units, with an average global market price of around 1,918.0 USD per Unit.

Handheld Bilirubin Meters are non-invasive medical devices used to measure the level of bilirubin in a patient's skin, primarily in neonates, to assess the risk of jaundice. These meters work by using light to estimate the bilirubin concentration in the subcutaneous tissue, which can be an indicator of the liver's ability to process bilirubin.

Transcutaneous bilirubin measurement is performed by placing a sensor on the baby's skin, usually on the forehead or chest, where the skin is thin. The device emits light at specific wavelengths, and based on the amount of light that is absorbed or reflected by the skin, the device calculates the bilirubin level. This method provides a quick, painless alternative to serum bilirubin tests, reducing the need for blood draws.

The upstream core components of Handheld Bilirubin Meters mainly include light sources, photoelectric sensors, filters, microprocessors, etc. Typical suppliers include Hamamatsu Photonics, Nichia, Edmund Optics, Thorlabs, etc. The downstream applications are mainly in hospitals, clinics, community service centers, and postpartum care centers.

The single-line production capacity of Handheld Bilirubin Meters varies significantly depending on the manufacturer's scale, product positioning, and production model. Typically, the single-line production capacity of regular products is over 2,000 units, and the industry gross profit margin is in the range of 40%-60%.

Handheld Bilirubin Meters are non-invasive sentinels protecting newborn health. Designed specifically for neonatal jaundice screening, these medical devices utilize spectral absorption technology. Simply place the probe lightly against the infant's forehead or sternum, and within seconds, the difference in reflection between blue and green light is used to calculate bilirubin levels, completely eliminating the pain and waiting associated with traditional blood tests. From bedside screening in maternity wards to routine monitoring in primary care hospitals and home follow-up, this device, with its non-invasive, rapid, and safe characteristics, has become a key tool for the early detection and intervention of neonatal hyperbilirubinemia, building the first line of defense for the health of millions of newborns worldwide.

The global market for Handheld Bilirubin Meters exhibits a distinct regional development pattern. North America, relying on its mature neonatal healthcare system and high medical investment, has stable and concentrated market demand. Local companies have accumulated deep expertise in device intelligence and clinical adaptability, occupying a core position in the global market. Europe excels in technological precision, with stringent medical standards driving equipment upgrades towards low-interference, high-precision solutions. Products not only serve the well-developed local healthcare network but also radiate globally through technology exports. The Asia-Pacific region has become the core engine of industry growth. China, with its large newborn population and policies promoting the widespread availability of basic medical equipment, has propelled domestic brands from followers to leaders. Meanwhile, emerging markets such as India and Southeast Asia, with their improving healthcare infrastructure, are releasing strong incremental demand. According to our data, in 2024, Asia held nearly 50% of the market share for Handheld Bilirubin Meters, followed by Europe and North America. During the forecast period, emerging markets such as India and Southeast Asia are leading the global growth rate.

From a manufacturer perspective, globally, key manufacturers of Handheld Bilirubin Meters include Dräger, Mennen Medical, Philips, Konica Minolta, Beijing Maibang Optoelectronics, Ningbo Davy Medical, Weicai, AVI Healthcare, NEORUBIN (RECOVE GROUP), Nanjing Daofen Electronics, Likang Biotechnology, Boke Biotechnology, and Micro Lab. According to our data, the top 5 manufacturers accounted for over 70% of the global market share in 2024.

The convergence of multiple demands and policies has injected continuous growth momentum into the Handheld Bilirubin Meters industry. The high incidence of neonatal jaundice forms a rigid demand foundation, while the monitoring needs of premature and high-risk infants further make the equipment a clinical necessity. At the policy level, countries are incorporating neonatal disease screening into their public health systems, while technological innovation is reshaping product value. Multi-wavelength spectral technology overcomes the bottleneck of skin color interference, and intelligent algorithms enable real-time data transmission and trend prediction, upgrading the equipment from a simple testing tool to an entry point for neonatal health management. Meanwhile, the public's growing preference for non-invasive medical care and increased awareness of home health monitoring have further broadened application scenarios, extending from hospitals to homes and forming a full-cycle monitoring ecosystem.

LP Information, Inc. (LPI)'s newest research report, the "Handheld Bilirubin Meter Industry Forecast" looks at past sales and reviews total world Handheld Bilirubin Meter sales in 2025, providing a comprehensive analysis by region and market sector of projected Handheld Bilirubin Meter sales for 2026 through 2032. With Handheld Bilirubin Meter sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Handheld Bilirubin Meter industry.

This Insight Report provides a comprehensive analysis of the global Handheld Bilirubin Meter landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Handheld Bilirubin Meter portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Handheld Bilirubin Meter market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Handheld Bilirubin Meter and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Handheld Bilirubin Meter.

This report presents a comprehensive overview, market shares, and growth opportunities of Handheld Bilirubin Meter market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Standard Type

Intelligent Type

Segmentation by Power Supply Method:

Rechargeable Type

Non-rechargeable Type

Segmentation by Technology:

Single Measurement Optical Path

Dual Measurement Optical Path

Segmentation by Application:

Hospitals

Clinics

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Dr?ger

Mennen Medical

Philips

Konica Minolta

Beijing M&B Electronic Instruments

Ningbo David Medical Device

VECH MEDICAL

AVI Healthcare

NEORUBIN (RECOVE GROUP)

Dolphin Nanjing electronics

Heal Force

BIOBASE GROUP

Micro Lab

Key Questions Addressed in this Report

What is the 10-year outlook for the global Handheld Bilirubin Meter market?

What factors are driving Handheld Bilirubin Meter market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Handheld Bilirubin Meter market opportunities vary by end market size?

How does Handheld Bilirubin Meter break out by Type, by Application?

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