

Global Influenza A-B Virus Detection Kit Market Growth 2026-2032

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Abstracts

The global Influenza A-B Virus Detection Kit market size is predicted to grow from US\$ 1578 million in 2025 to US\$ 2217 million in 2032; it is expected to grow at a CAGR of 5.1% from 2026 to 2032.

The Influenza A-B Virus Detection Kit is an in vitro diagnostic product designed to detect Influenza A and B virus antigens or nucleic acids from respiratory specimens. It primarily utilizes immunochromatographic assays, fluorescent immunoassays, or real-time quantitative PCR technology, suitable for hospital laboratories, public health institutions, and home testing scenarios. Key upstream raw materials include high-specificity antibodies or primer-probe sets, antigen controls, enzyme reagents, buffers, protein stabilizers, nitrocellulose membranes, and injection-molded casings, with advanced versions incorporating electronic reading modules. Downstream customers mainly include hospitals, community healthcare centers, third-party testing labs, pharmacies, and the home diagnostic market. In 2024, the global production capacity of Influenza A-B virus detection kits is estimated at 420 million tests, with sales around 340 million tests, an average price of USD 4.5 per test, and an industry gross margin of approximately 62%. The market continues to grow steadily, driven by seasonal influenza outbreaks, enhanced respiratory disease surveillance, and increasing consumer demand for home-use diagnostic solutions.

At present, the market for Influenza A-B virus detection kits is experiencing steady expansion, driven by the cyclical outbreaks of seasonal influenza, reinforced public health policies, and the rising awareness of preventive healthcare. Many countries have integrated influenza testing into routine respiratory infection screening programs, and since the enhancement of epidemic prevention systems, combined detection of influenza, COVID-19, and RSV has emerged as a new growth driver. The rapid

penetration of medical institutions and retail pharmacy channels has also significantly increased the accessibility and adoption of rapid test kits in primary care and home-use scenarios.

In the coming years, continuous improvements in immunochromatographic technology and the advancement of digital diagnostic platforms will further enhance sensitivity, specificity, and result visualization. Fluorescent immunoassay, molecular point-of-care testing (POCT), and multiplex detection will remain the core innovation directions, offering differentiated solutions for various application settings. Meanwhile, leading manufacturers are actively investing in smart reader systems and cloud-based data connectivity to improve testing efficiency and public health surveillance. On the policy front, governments worldwide are encouraging early screening for respiratory infections and promoting home health management, providing sustained support for market growth.

Nevertheless, the industry still faces notable challenges. Product homogeneity and price competition continue to compress profit margins for many manufacturers. Fluctuating raw material costs and international trade barriers threaten supply chain stability, especially for small and medium-sized enterprises. Furthermore, complex and time-consuming registration procedures across regions pose compliance and financial challenges. At the same time, consumers' growing expectations for accuracy and convenience are driving faster product upgrades. Overall, despite structural pressures, the market retains solid long-term potential, supported by continuous technological innovation, stronger brand differentiation, and global market expansion.

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

This Insight Report provides a comprehensive analysis of the global Influenza A-B Virus Detection Kit 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 Influenza A-B Virus Detection Kit portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique

position in an accelerating global Influenza A-B Virus Detection Kit market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Influenza A-B Virus Detection Kit 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 Influenza A-B Virus Detection Kit.

This report presents a comprehensive overview, market shares, and growth opportunities of Influenza A-B Virus Detection Kit market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Antigen Test

Nucleic Acid Amplification Testing

Others

Segmentation by Detection Principle:

Immunochromatography

Colloidal Gold Method

Others

Segmentation by Sample Type:

Nasal Swab

Throat Swab

Nasopharyngeal Swab

Others

Segmentation by Packaging:

Single-Test Pack

Bulk Pack

Segmentation by Application:

Hospital

Clinic

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.

BD

Abbott

Quidel

Actim

Denka

Roche

Thermo Fisher Scientific

Meridian Bioscience

Sekisui Diagnostics

Princeton BioMeditech

Access Bio

Response Biomedical

Guangzhou Wondfo Biotech

Jiangsu Bioperfectus Technologies

Hangzhou Biotest Biotech

Wantai BioPharm

Daan Gene

Kehua Bio-Engineering

Zhuhai Encode Medical Engineering

Key Questions Addressed in this Report

What is the 10-year outlook for the global Influenza A-B Virus Detection Kit

market?

What factors are driving Influenza A-B Virus Detection Kit market growth, globally and by region?

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

How do Influenza A-B Virus Detection Kit market opportunities vary by end market size?

How does Influenza A-B Virus Detection Kit break out by Type, by Application?

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