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India In Vitro Diagnostics Market Assessment, By Product Type [Instruments, Reagents & Consumables, Data Management Software], By Techniques [Immunodiagnostics, Clinical Chemistry, Molecular Diagnostics, Microbiology, Hematology, Coagulation & Haemostasis, Urinalysis, Others], By Settings [Laboratories, Point-of-Care], By Application [Infectious Diseases, Diabetes, Drug Testing/ Pharmacogenomics, Autoimmune Diseases, Cardiology, Oncology, HIV/AIDS, Nephrology, Gastroenterology, Others], By End-user [Clinical Laboratories, Hospitals, Point-of-care testing centers, Others], By Region, Opportunities and Forecast, FY2017-FY2031F

https://marketpublishers.com/r/ICA55BD290EAEN.html
Date: March 2025
Pages: 112
Price: US$ 3,300.00 (Single User License)
ID: ICA55BD290EAEN

Abstracts

India in vitro diagnostics market size was valued at USD 1.72 billion in FY2023, and is expected to reach USD 2.78 billion in FY2031, with a CAGR of 6.2% for the forecast period between FY2024 and FY2031. The in vitro diagnostics market in India has witnessed substantial growth in recent years, reflecting the increasing demand for accurate, and efficient diagnostic solutions. IVD refers to medical tests conducted on samples such as blood, urine, and tissues, outside the human body. This market's expansion can be attributed to several factors including the rising prevalence of chronic diseases, a growing aging population, increasing awareness about early disease

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detection, and advancements in technology.

The IVD market in India encompasses a wide range of products including reagents, instruments, and systems used for clinical testing. In vitro diagnostics market includes diagnostic tests for infectious diseases, diabetes, cardiovascular disorders, cancer markers, and pregnancy etc. Point-of-care testing (POCT), which enables rapid on-site diagnosis, has gained momentum due to its convenience and quick results, especially in remote areas with limited access to healthcare facilities. Government initiatives focusing on healthcare infrastructure improvement and accessibility have played a role in shaping the IVD landscape in India. The implementation of regulations to ensure the quality and safety of IVD products has fostered trust among healthcare providers and patients. Additionally, collaborations between domestic and international diagnostic companies have spurred innovation and knowledge sharing in this sector.

Innovations Transforming the Landscape of the Market

India In Vitro Diagnostics market is undergoing a transformative evolution due to remarkable innovations. Technological advancements in areas such as point-of-care testing, molecular diagnostics, and digital health solutions have revolutionized disease detection and management. Rapid diagnostic methods, enabled by miniaturized devices and portable instruments, are expanding access to healthcare in remote regions. The integration of AI and machine learning has enhanced diagnostic accuracy and personalized treatment approaches.

The emergence of lab-on-a-chip technologies and microfluidics has streamlined sample processing and analysis, driving efficiency. Digital platforms enable remote monitoring and data sharing, empowering patients and healthcare professionals. These innovations collectively have the potential to enhance early disease detection and management to reshape the healthcare landscape, making it more accessible, efficient, and patient-centric across India.

For Instance, Proscia introduced an enhanced digital platform called Concentriq Dx in October 2022, designed to support primary diagnostic workflows.

Roche unveiled the VENTANA DP 600 slide scanner in June, a state-of-the-art advancement that delivers superior image quality for stained histology slides sourced from patient tissue samples. This innovative scanner offers both user-friendly operation and adaptable workflow options within the pathology lab setting.

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Therefore, the technological advancements and product introductions aimed at simplifying in-vitro diagnostics procedures are substantial for the forecasted duration of the studied market.

Rising Incidence of Chronic Diseases

The In vitro diagnostics market in India is grappling with a concerning surge in chronic diseases. A notable upswing in conditions like diabetes, cardiovascular ailments, and cancer characterizes this alarming trend. Rising incidence underscores the urgency of accurate and timely diagnostics to facilitate effective disease management and treatment. The IVD sector, encompassing a diverse range of diagnostic tests conducted on biological specimens, plays a pivotal role in early detection and monitoring of chronic illnesses. As the prevalence of these conditions escalates, the demand for innovative and accessible diagnostic solutions will intensify. To address this challenge, stakeholders within the Indian healthcare landscape must collaborate to enhance awareness, accessibility, and affordability of advanced diagnostic technologies. The concerted effort will be instrumental in mitigating the escalating burden of chronic diseases and ultimately contribute to the improved health and well-being of the population.

According to the IDF's 2022 statistical report, approximately 74.1 million individuals in India were affected by diabetes in the initial year. Projections indicate that the figure is anticipated to rise to 92.9 million by 2030 and further to 124.8 million by 2045. Consequently, this surge in diabetes cases is expected to drive a heightened need for in-vitro assays aimed at detecting blood glucose levels.

Advancement in Point-Of-Care Settings

India in vitro diagnostics market India has witnessed significant advancements in the Point of Care (POC) settings. This progress is attributed to several factors such as technological innovations, increased healthcare access, and a growing emphasis on rapid and accurate diagnostics. POC devices have become more sophisticated, enabling quick and precise test results at the patient's bedside or in remote areas. The integration of mobile technology and connectivity has facilitated data sharing and remote consultations, enhancing healthcare delivery.

In India in vitro diagnostics market, the government's initiatives to promote affordable healthcare and the rise of private investments in the healthcare sector have further catalyzed this growth. These advancements have improved patient outcomes and

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streamlined healthcare processes, making diagnostics more efficient and accessible across diverse settings in India.

As an example, during September 2021, Mylab Discovery Solutions gained a controlling interest in Sanskritech. Sanskritech is the creator of Swayam, a compact diagnostic and telemedicine point-of-care solution designed to establish mini-labs in various locations. This acquisition aids Mylab in setting up point-of-care testing systems at medical practices, nursing homes, community health centres, and airports. These collaborations with laboratory partners empower patients to receive quicker test results at a more affordable expense.

In August 2021, a collaboration was initiated between Mylab Discovery Solutions and Hemex Health, aimed at creating advanced diagnostic solutions for point-of-care (POC) testing of COVID-19 and various other illnesses. With the cooperative effort, Mylab design test assays, while Hemex contribute its Gazelle POC testing platform and specialized knowledge.

Rise in Infectious Diseases

The India in vitro diagnostics market is witnessing a significant impact from the rising incidence of infectious diseases. The prevalence of infections like tuberculosis, dengue, malaria, has spurred the demand for advanced diagnostic solutions. The surge is attributed to factors such as population density, limited healthcare infrastructure in certain areas, and evolving pathogens.

As a result, there is a growing emphasis on accurate and rapid diagnostic tools to facilitate early detection, treatment, and containment of these diseases. The market is experiencing a shift towards molecular diagnostics, point-of-care testing, and automation, enabling quicker and more precise results. Industry players are focusing on innovation and strategic collaborations to address the escalating infectious disease burden and improve public health outcomes in India.

J Mitra introduced its fourth iteration of the Elisa-based HCV Test in September 2022. This new version includes the HCV Gen 4 Ag and Ab Microlisa , which is an in-vitro qualitative enzyme-linked immunosorbent assay designed to identify HCV core antigen and antibodies against HCV (anti-HCVs) in human serum or plasma.

During August 2022, Molbio Diagnostics, in collaboration with Truenat technology, unveiled a novel test named the Truenat RT-PCR Test. This innovative test enables the

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rapid differentiation of HIV 1 and HIV 2, providing viral load results in 60 minutes.

Similarly, August 2022, BD Diagnostic introduced the BD MAX molecular diagnostic system and the BD MAX MDR-TB panel in India. This swift molecular tool aids healthcare professionals in promptly conducting tests for tuberculosis (TB) and detecting multi-drug resistance as an initial assessment.

Impact of COVID-19

The India in vitro diagnostics market experienced a substantial impact from the COVID-19 pandemic. The virus's transmission surged, leading to heightened requests for in-vitro diagnostic kits and tools, ensuring swift and precise diagnoses. During the initial stage, both research laboratories and prominent manufacturing facilities were shuttered, potentially influencing the in vitro diagnostics market in India. Nonetheless, India has recently witnessed an upsurge in the utilization of IVDs due to the rising prevalence of chronic illnesses, as well as expanded efforts in research and development for enhancing diagnostic efficiency.

For Instance, in May 2022, Cipla Limited initiated the commercialization of the 'RT-Direct' multiplex COVID-19 RT-PCR Test kit in India, collaborating with Genes2Me Pvt. Ltd. This kit is validated at the Indian Council of Medical Research (ICMR) approved Centre.

Furthermore, a press statement released by Clinical Trials Arena (CTA) in September 2021 highlighted a surge in chronic health conditions among the Indian population amidst the Covid-19 lockdown. Reduced physical activity during the lockdown contributed to a surge in obesity, which subsequently resulted in an upswing of chronic ailments like type 2 diabetes (T2D) and endometrial cancer in India. Consequently, the heightened prevalence of chronic diseases in India during the pandemic era is expected to drive the demand for in vitro diagnostics throughout the projected timeframe.

Key Players Landscape and Outlook

India in vitro diagnostics market market displays consolidation characterized by the existence of a handful of key participants. For potential newcomers, the industry presents substantial entry barriers, resulting in a scenario where a small number of significant market players dominate the largest share of the market. Companies are employing diverse tactics like partnerships, acquisitions, and product introductions to improve their foothold in the market.

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During September 2022, Fujifilm India Pvt Ltd initiated the second stage of its tuberculosis awareness campaign titled 'Never Stop Screening to Reduce Diagnostic Delays.' The campaign aims to improve understanding of TB as a treatable condition and encourage both rural and urban populations in India to undergo screening and receive early diagnosis.

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13.2. Arkray Inc.
13.3. Becton, Dickinson, and Company
13.4. bioM?rieux SA
13.5. Bio-Rad Laboratories Inc.
13.6. Danaher Corporation
13.7. F. Hoffmann-La Roche AG
13.8. Transasia Bio-Medicals Ltd
13.9. Sysmex Corporation
13.10. Thermo Fisher Scientific
*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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