

HIV Diagnostics - Company Evaluation Report, 2025

<https://marketpublishers.com/r/HE208BD61893EN.html>

Date: August 2025

Pages: 105

Price: US\$ 2,650.00 (Single User License)

ID: HE208BD61893EN

Abstracts

The HIV Diagnostics Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for HIV Diagnostics. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 14 HIV Diagnostics Companies were categorized and recognized as the quadrant leaders.

Market growth can be attributed to the rising prevalence of HIV/AIDS, the advantages offered by point-of-care instruments & kits, and increasing initiatives for HIV awareness campaigns. However, the high cost of NATs, operational barriers, and the shortage of skilled laboratory technicians are key factors restraining the market growth. The high growth potential of emerging economies and the trend of self-testing are expected to provide lucrative opportunities for market players during the forecast period.

In this report, the HIV diagnostics market has been segmented based on product, test type, end user, and region.

The HIV diagnostics market is segmented into six regions: North America, Europe, the Asia Pacific, Latin America, the Middle East & Africa, and GCC Countries. North America dominated the global market in 2023. Factors such as the rising prevalence of HIV/AIDS, advancements in PoC instruments and kits, increasing awareness about HIV/AIDS, and increasing blood transfusion and blood donations are driving the growth of the HIV diagnostics market in North America.

However, the Asia Pacific market is expected to grow at the highest CAGR during the forecast period. The high growth rate of the Asia Pacific market can be attributed to the rising target patient population; the expansion of emerging economies; the increasing availability of technologically advanced POC products; favorable government initiatives

for HIV awareness; and the growing expansion of global players in this region.

The 360 Quadrant maps the HIV Diagnostics companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the HIV Diagnostics quadrant. The top criteria for product footprint evaluation included BY test type (screening, confirmatory, monitoring, and other HIV diagnostic tests), by PRODUCT (instruments, and software & services) BY END USER (diagnostic laboratories, hospitals, blood banks, home care settings, and other end users.)

Key Players:

Key players in this market include Abbott (US), Siemens Healthineers AG (Germany), F. Hoffmann-La Roche Ltd. (Switzerland). These players adopt various strategies, such as product launches, expansions, acquisitions, and collaborations, to excel in this market.

Abbott (US):

Abbott is a leading player in the HIV diagnostics market, known for its impactful Company Product Portfolio that includes FDA- and CE-approved products. The company's strong Company Market Share in the U.S. is complemented by its strategic focus on expanding its presence in emerging markets through varied Company Positioning strategies. By leveraging inorganic growth strategies, such as collaborations and acquisitions, Abbott aims to bolster its Company Ranking.

Siemens Healthineers AG (Germany):

Siemens Healthineers is a cornerstone in the HIV diagnostics sphere, providing a broad array of medical solutions. Their focus on organic strategies and innovation has allowed them to maintain a competitive Company Positioning. With a significant presence in Europe, America, and emerging markets, they continue to excel in Company Market Share by offering innovative products that meet health sector demands.

Thermo Fisher Scientific (US):

With a comprehensive Company Product Portfolio that spans PCR-based assays and immunoassays, Thermo Fisher Scientific remains a leader. Their strategies focus on regulatory approvals and strategic acquisitions to enhance their Company Market

Share. Through collaboration with healthcare organizations, they aim to boost early HIV detection and improve global health access, effectively securing their Company Positioning and Company Ranking in the market.

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