

# Lateral Flow Assays Market by Product (Kits, Readers), Application (STI, HEP, TB, Cardiac Marker, Pregnancy, Drug Abuse, Food Safety), Sample (Blood, Urine, Saliva), Technique (Sandwich, Competitive), End User (Hospitals), and Region - Global Forecast to 2030

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## Abstracts

The lateral flow assays market is estimated to grow from USD 8.51 billion in 2025 to USD 12.52 billion by 2030 at a CAGR of 8.0%, during the forecast period. This is due to the high prevalence of infectious diseases worldwide and the subsequent need for testing, rapid growth in the geriatric population, the rising use of home-based lateral flow assay devices, and the growing demand for POC testing, which are the major factors driving the growth of this market. However, inconsistent accuracy compared to other methods and the reluctance of doctors and patients to shift from traditional diagnostics restrain the growth of the lateral flow assays market.

“The clinical testing segment of the lateral flow assays market, by application, is estimated to hold the largest position during the forecast period.”

The clinical testing segment is the largest application segment in the lateral flow assays market. Based on applications, the lateral flow assays market is segmented into clinical testing, veterinary diagnostics, food safety & environmental testing, and drug development & quality testing. The clinical testing segment accounted for the largest share of the lateral flow assays market in 2024. This trend is projected to continue during the study period. The large share of this application segment can be attributed to the rising prevalence of chronic diseases and infectious diseases worldwide, the growing geriatric population, increasing patient awareness about rapid test options, the

growing pressure to reduce healthcare costs, and the increasing demand for patient-centric care.

“The hospitals & clinics segment accounted for the largest market share in the lateral flow assays market.”

Based on end users, the LFA market is segmented into hospitals & clinics, diagnostic laboratories, home care settings, pharmaceutical & biotechnology companies, and others. The hospitals and clinics segment accounted for the largest market share in 2024. Technological advancements, increasing adoption of point-of-care testing, and the growing inclination toward fast and early diagnosis are driving the growth of the hospitals & clinics segment.

“North America segment of the lateral flow assays market, by region, is estimated to account for the largest share during the forecast period.”

The global lateral flow assays market is segmented into six major regions: North America, Europe, Asia Pacific, Latin America, the Middle East & Africa, and GCC Countries. North America holds the leading position in this market, driven by advanced healthcare infrastructure, significant healthcare expenditure, and the strong presence of key manufacturers. The increasing aging population, rising prevalence of infectious and chronic diseases, and strong demand for home-use and self-test kits further support market growth in North America. This regional segment is expected to maintain its dominant position throughout the forecast period.

A breakdown of the primary participants referred to for this report is provided below:

By Company Type: Tier 1: 40%, Tier 2: 30%, and Tier 3: 35%

By Designation: C Level: 27%, Director Level: 18%, and Others: 55%

By Region: North America: 50%, Europe: 20%, Asia Pacific: 20%, Latin America: 7%, and Middle East & Africa: 3%

Note 1: Companies are classified into tiers based on their total revenue. As of 2024, Tier 1 = Greater than USD 10.00 billion, Tier 2 = USD 1.00 billion to USD 10.00 billion, and Tier 3 = Less than USD 1.00 billion.

Note 2: C-level primaries include CEOs, CFOs, COOs, and VPs.

Note 3: Other designations include sales managers, marketing managers, business development managers, product managers, distributors, and suppliers.

The major players operating in the lateral flow assays market are Abbott Laboratories (US), F. Hoffman-La Roche Ltd. (Switzerland), Danaher Corporation (US), Becton, Dickinson and Company (US), QuidelOrtho Corporation (US), Siemens AG (Germany), bioMérieux SA (France), Thermo Fisher Scientific, Inc. (US), Revvity, Inc. (US), Hologic Inc. (US), QIAGEN N.V. (Netherlands), Merck KGaA (Germany), Surmodics, Inc. (US), and OraSure Technologies Inc. (US).

## **Research Coverage**

This report studies the lateral flow assays market based on product, application, technique, sample type, end user, and region. The report also studies factors (such as drivers, restraints, opportunities, and challenges) affecting market growth and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micro markets with respect to their individual growth trends. It forecasts the revenue of the market segments with respect to six major regions (and the respective countries in these regions).

## **Reasons to Buy the Report**

The report will enable established firms as well as entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them to gain a larger market share. Firms purchasing the report could use one or a combination of the strategies mentioned below to strengthen their market presence.

## **This report provides insights on the following points:**

Analysis of key drivers (High prevalence of infectious diseases, Rising geriatric population, Growing use of home-based lateral flow assay devices, and Growing demand for POC testing), restraints (Inconsistent results of lateral flow assay tests), opportunities (Evolving applications of lateral flow assays and Rising demand for lateral flow assays in food & beverage industry), challenges (Limited reimbursements for lateral flow assay products and Difficulties in procuring quality raw materials to develop tests).

**Market Penetration:** Comprehensive information on the product portfolios offered by the top players in the lateral flow assays market

**Product Development/Innovation:** Detailed insights into the upcoming trends, R&D activities, and product launches in the lateral flow assays market

**Market Development:** Comprehensive information on lucrative emerging regions

**Market Diversification:** Exhaustive information about new products, growing geographies, and recent developments in the lateral flow assays market

**Competitive Assessment:** In-depth assessment of market segments, growth strategies, revenue analysis, and products of the leading market players

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