

Non-invasive Prenatal Testing (NIPT) Market by Product & Service (Consumables (Assay Kits & Reagents), Instruments (NGS Systems, Microarrays)), Method (Biochemical Screening, Cell-free DNA Test), End User (Diagnostic Labs) - Global Forecast to 2029

<https://marketpublishers.com/r/N72E471CBEB7EN.html>

Date: September 2024

Pages: 371

Price: US\$ 4,950.00 (Single User License)

ID: N72E471CBEB7EN

Abstracts

The global non-invasive prenatal testing (NIPT) market is projected to reach USD 14.1 billion by 2029 from USD 7.2 billion in 2024 at a CAGR of 14.5%. The competitive landscape includes the analysis of the key growth strategies adopted by major players between January 2021 and June 2024. Players in the global non-invasive prenatal testing (NIPT) market have employed various strategies to expand their global footprint and increase their market shares such as partnerships, agreements, divestitures, expansions, and acquisitions.

“The Service segment accounted for the second-largest market share in the non-invasive prenatal testing (NIPT) market.”

By products & service, service segment holds the second largest market share in the non-invasive prenatal testing (NIPT) market due to the growing preference for outsourcing complex diagnostic procedures to specialized service providers. These providers offer advanced technology and expertise, ensuring accurate and timely results, which are crucial for expectant parents making informed decisions about their pregnancies. Additionally, service providers often have the infrastructure to handle high volumes of tests, which can be more cost-effective for healthcare facilities than maintaining in-house capabilities. This outsourcing trend drives the substantial market share held by the service segment in the NIPT market.

“cfDNA in maternal plasma test segment of the non-invasive prenatal testing (NIPT)

market is expected to witness the fastest CAGR.”

By method type, the cfDNA in maternal plasma test segment has witnessed the fastest growth rate in the non-invasive prenatal testing (NIPT) market. This is largely due to its high accuracy and safety. Unlike traditional invasive methods such as amniocentesis, cfDNA testing involves a simple blood draw from the mother, minimizing risk to both the mother and the fetus. This non-invasive approach can detect a wide range of genetic conditions early in pregnancy with high sensitivity and specificity, leading to increased adoption by healthcare providers and expectant parents seeking reliable, low-risk prenatal screening options.

“The Microdeletion syndrome segment of the non-invasive prenatal testing (NIPT) market accounted for the second largest market share.”

Based on application type, the microdeletion syndrome segment has accounted for the second largest market share in the Non-invasive Prenatal Testing (NIPT) market primarily due to the increasing awareness and advancements in genetic testing technologies. Microdeletion syndromes, which involve the deletion of small chromosome segments, can lead to significant developmental disorders and health issues in newborns. As a result, expectant parents are increasingly opting for NIPT to detect these conditions early, allowing for better preparedness and management. Moreover, NIPT offers a safe, non-invasive alternative to traditional diagnostic methods, further driving its adoption.

“Diagnostic laboratories segment of the non-invasive prenatal testing (NIPT) market holds the largest market share.”

By end user type, the diagnostic laboratories segment has accounted for the largest market share, in the non-invasive prenatal testing (NIPT) market, due to their advanced technological capabilities and infrastructure, which enable accurate and efficient testing. These laboratories are equipped with cutting-edge equipment and specialized personnel, ensuring high-quality results. Additionally, they often have established relationships with healthcare providers and insurance companies, streamlining the process for patients and physicians. This integration of superior technology, expertise, and streamlined operations makes diagnostic laboratories the preferred choice for NIPT, thereby securing the largest market share in this segment.

“APAC region to have the third largest market share in the non-invasive prenatal testing (NIPT) market, by region.”

In the APAC region, the non-invasive prenatal testing (NIPT) market has grown significantly. This is mainly because of the region's rapidly growing population and increasing awareness of prenatal health. With countries like China and India having large and expanding populations, there is a heightened demand for advanced prenatal testing solutions. The growing middle class in these countries is also becoming more health-conscious and willing to invest in high-quality healthcare services, including non-invasive prenatal testing. Additionally, the rising incidence of advanced maternal age and a greater emphasis on early disease detection further drive the demand for NIPT. These factors collectively contribute to APAC's leading position in the global market for non-invasive prenatal testing.

A breakdown of the primary participants (supply side) for the non-invasive prenatal testing (NIPT) market referred to for this report is provided below:

By Company Type: Tier 1–35%, Tier 2–25%, and Tier 3–40%

By Designation: C-level–45%, Director Level–25%, and Others–30%

By Region: North America–36%, Europe–26%, Asia Pacific–21%, Latin America–10%, and Middle East & Africa_ 7%

A breakdown of the primary participants (demand side) for the non-invasive prenatal testing (NIPT) market refer to for the report is provided below:

By End User Type: Diagnostic Laboratory-65%, Hospitals-35%

By Designation: Laboratories Technicians-55%, Doctor-45%

By Region: North America–34%, Europe–27%, Asia Pacific–23%, Latin America-9%, and Middle East & Africa-7%

Key Market Players:

The prominent players in the non-invasive prenatal testing (NIPT) market include Illumina, Inc. (US), Natera, Inc. (US), Laboratory Corporation of America Holdings (US), Eurofins Sceintific (France), F. Hoffmann-La Roche AG (Switzerland). Revvity, Inc.

(US), Thermo Fisher Scientific Inc (US), Agilent Technologies (US), GE Healthcare Technologies Inc. (US), Quest Diagnostics Incorporated (US), Sonic Healthcare Limited (Australia), Centogene N.V. (Germany), Qiagen N.V. (Germany), Pathwest Laboratory Medicine WA (Australia), Myriad Genetics Inc. (US), BGI Genomics Co., Ltd. (China), Oxford Nanopore Technologies Plc. (UK), Medgenome (India), Neuberger Diagnostics (India), Anngroad Gene Technology (China), Next Biosciences (South Africa), Lilac Insights (India), Invitae Corporation (US), Baylor Genetics (US), Raven (US).

Research Coverage:

The market analysis examines the non-invasive prenatal testing (NIPT) market in numerous segments. It seeks to estimate the market size and growth potential across many segments, including product and service, method type, application type, end user type and geography. The study also includes a detailed competitive analysis of the market's top competitors, as well as company profiles, significant insights about their product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The study will assist industry leaders/new entrants in this market by providing information on the closest approximations of the non-invasive prenatal testing (NIPT) market and its segments. This research will assist stakeholders understand the competitive landscape, obtaining insights to better position their firms, and developing appropriate go-to-market strategies. The study will also assist stakeholders in understanding the market pulse and obtaining information on major market drivers, constraints, opportunities, and challenges.

This report provides insights into the following pointers:

Analysis of key Drivers: Drivers (High risk of chromosomal abnormalities with increasing maternal age, Growing preference for non-invasive techniques over invasive methods, Improving reimbursement scenario for NIPT, Programs focusing on increasing awareness of NIPT), Restrains (High cost of procedures, Lack of insurance coverage), Opportunities (Untapped emerging markets, Technological Advancements), Challenges (Reliability of test results especially in obese women, Lack of skilled professionals) influencing the growth of the non-invasive prenatal testing (NIPT) market.

Market Penetration: Comprehensive information on the product portfolios of the

leading companies in the non-invasive prenatal testing (NIPT) market. The report breaks down the market by product and service type, method types, application types, end user types and region.

Product Enhancement/Innovation: Detailed information about forthcoming trends and product launches in the non-invasive prenatal testing (NIPT) market.

Market Development: Comprehensive data on attractive rising markets broken down by product and service type, method types, application types, end user types and region.

Market Diversification: Comprehensive information on new products, expanding geographies, current advancements, and investments in the non-invasive prenatal testing (NIPT) market.

Competitive Assessment: In-depth analysis of market share, growth strategies, product and service offerings, and capabilities of the main non-invasive prenatal testing (NIPT) products manufacturers.

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