

# **Point of Care Diagnostics Market by Product (Glucose, HIV, Hep C, HPV, Hematology, Pregnancy), Platform (Microfluidic, Dipstick, RT-PCR, INAAT), Sample (Blood, Urine), Purchase (OTC, Rx), End User (Pharmacy, Hospitals, Home Care) - Global Forecast to 2028**

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## **Abstracts**

The point of care diagnostics market is expected to reach USD 77.8 billion by 2028 from an estimated USD 49.7 Bn at a CAGR of 9.4% during the forecast period (2023–2028). The global rising burden of various health conditions including diabetes, cardiovascular diseases, infectious diseases and the growing demand for early detection and monitoring of these diseases are likely to boost the adoption of PoC testing devices. Additionally, technological advancements, healthcare policies promoting decentralized testing and emergence of small PoC manufacturers in emerging countries are likely to boost the growth of market during the forecast period.

“Infectious disease testing products segment of point of care diagnostics market to grow with the highest CAGR in the forecast period.”

Based on products, the infectious disease testing products segment is anticipated to grow at a significant rate during the forecast period. Increasing number of infectious disease such as HIV, tuberculosis, respiratory infections, coupled with the growing availability & awareness of POC testing for infectious diseases are likely to propel the segment growth

“The clinical laboratories segment captured the largest market share of point of care diagnostics market in 2022”

On the basis of end users, the point-of-care and rapid diagnostics market is segmented into clinical laboratories; ambulatory care facilities and physicians' offices; pharmacies, retail clinics, and E-commerce platforms; hospitals, critical care centers, and urgent care centers; home care & self-testing; and other end users.

Clinical laboratories are the primary end users of point-of-care testing as they handle high volume of testing, accelerating the demand for point of care diagnostics devices. Moreover, the rapid expansion of clinical laboratories and presence of advanced PoC products in clinical laboratory settings are likely to promote the growth of the segment.

North America accounted for the largest share of the point of care diagnostics market by region.

The global point of care diagnostics market is segmented into five major regions, namely, North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. North America is the largest regional market for PoC products and services, whereas the Asia Pacific market is estimated to grow at the highest CAGR during the forecast period. The largest share of North America can be attributed to the rapid adoption of advanced diagnostic technologies, increases collaboration among rapid kits manufacturers and healthcare facilities, favorable reimbursement models, and well established healthcare infrastructure.

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

By Company Type: Tier 1–48%, Tier 2–36%, and Tier 3– 16%

By Designation: C-level–10%, Director-level–14%, and Others–76%

By Region: North America–40%, Europe–32%, Asia Pacific–20%, Latin America–5%, and the Middle East & Africa–3%

The major players operating in the point-of-care diagnostics market are Abbott Laboratories (US), F. Hoffmann-La Roche Ltd. (Switzerland), Siemens Healthineers (Germany), Danaher Corporation (US), and Becton, Dickinson and Company (US), QuidelOrtho Corporation (US), Chembio Diagnostics, Inc. (US), EKF Diagnostics Holdings plc)

## Research Coverage

This report studies the point-of-care diagnostics market based on product, platform, mode of purchase, sample, 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 micromarkets with respect to their individual growth trends and forecasts the revenue of the market segments with respect to five 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 garner a larger market share. Firms purchasing the report could use one or a combination of the below-mentioned strategies for strengthening their market presence.

This report provides insights on the following pointers:

Analysis of Key drivers (rising prevalence of infectious and chronic disease, growing adoption of self-testing kits, healthcare decentralization, rising number of CLIA-waiver PoC Tests), restraints (rising pricing pressure on PoC manufacturers, stringent regulatory approval procedures for new PoC devices), Opportunities (emerging markets, emerging technologies, such as microfluidics), Challenge (Training & education in low resource countries)

**Market Penetration:** Comprehensive information on the product portfolios offered by the top players in the point-of-care diagnostics market

**Product Development/Innovation:** Detailed insights on the upcoming trends, R&D activities, and product launches in the point-of-care diagnostics market

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

**Market Diversification:** Exhaustive information about new products, growing geographies, and recent developments in the point-of-care diagnostics market

**Competitive Assessment:** In-depth assessment of market segments, growth

strategies, revenue analysis, and products of the leading market players.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 STUDY SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 REGIONS COVERED
  - 1.3.3 YEARS CONSIDERED
  - 1.3.4 CURRENCY CONSIDERED
- 1.4 KEY STAKEHOLDERS
- 1.5 SUMMARY OF CHANGES
- 1.6 RECESSION IMPACT

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 1 RESEARCH DESIGN
    - 2.1.1 SECONDARY RESEARCH
    - 2.1.2 PRIMARY RESEARCH
      - 2.1.2.1 Key data from primary sources
      - 2.1.2.2 Key industry insights
  - FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS
  - FIGURE 3 BREAKDOWN OF PRIMARIES
- 2.2 MARKET SIZE ESTIMATION
  - FIGURE 4 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING
    - 2.2.1 VENDOR REVENUE MAPPING-BASED MARKET ESTIMATION
    - 2.2.2 END-USER ASSESSMENT-BASED MARKET ESTIMATION
  - FIGURE 5 POINT-OF-CARE DIAGNOSTICS MARKET: MARKET SIZE ESTIMATION METHODOLOGY
    - 2.2.3 PRIMARY RESEARCH VALIDATION
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
  - FIGURE 6 DATA TRIANGULATION METHODOLOGY
- 2.4 RESEARCH LIMITATIONS
- 2.5 RECESSION IMPACT ANALYSIS
- TABLE 1 GLOBAL INFLATION RATE PROJECTIONS, 2021–2027 (% GROWTH)

### 3 EXECUTIVE SUMMARY

FIGURE 7 POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2023 VS. 2028 (USD MILLION)

FIGURE 8 POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2023 VS. 2028 (USD MILLION)

FIGURE 9 POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2023 VS. 2028 (USD MILLION)

FIGURE 10 POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2023 VS. 2028 (USD MILLION)

FIGURE 11 GEOGRAPHIC SNAPSHOT OF POINT-OF-CARE DIAGNOSTICS MARKET

### 4 PREMIUM INSIGHTS

4.1 POINT-OF-CARE DIAGNOSTICS MARKET OVERVIEW

FIGURE 12 INCREASING INCIDENCE OF INFECTIOUS DISEASES TO DRIVE MARKET

4.2 POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2023 VS. 2028 (USD MILLION)

FIGURE 13 INFECTIOUS DISEASE TESTING PRODUCTS TO REGISTER HIGHEST GROWTH RATE DURING FORECAST PERIOD

4.3 POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE (2022)

FIGURE 14 OTC TESTING PRODUCTS ACCOUNTED FOR LARGEST MARKET SHARE IN 2022

4.4 POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2023 VS. 2028

FIGURE 15 LATERAL FLOW ASSAYS SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD

4.5 POINT-OF-CARE DIAGNOSTICS MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES

FIGURE 16 CHINA TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

### 5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 17 POINT-OF-CARE DIAGNOSTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

## 5.2.1 DRIVERS

5.2.1.1 Rising incidence of infectious diseases

### FIGURE 18 REGIONAL INCIDENCE OF HIV (2022)

5.2.1.2 Increasing prevalence of target conditions

5.2.1.3 Favorable government initiatives for POC testing

5.2.1.4 Rising number of CLIA-waived POC tests

### TABLE 2 RECENT WAIVERS FOR PRODUCTS

## 5.2.2 RESTRAINTS

5.2.2.1 Pricing pressure on POC manufacturers

5.2.2.2 Stringent regulatory approval process for product commercialization

## 5.2.3 OPPORTUNITIES

5.2.3.1 High growth potential of emerging markets

5.2.3.2 Decentralization of healthcare

5.2.3.3 Innovative product development

## 5.2.4 CHALLENGES

5.2.4.1 Inadequate standardization with centralized lab methods

5.2.4.2 Limited awareness in emerging markets

5.2.4.3 Premium pricing of novel platforms

## 5.3 TECHNOLOGY ANALYSIS

### 5.3.1 POC TESTS WITH MULTIPLEXING CAPABILITIES

### 5.3.2 STROKE/CARDIAC MARKERS

### 5.3.3 THYROID TESTING

### 5.3.4 DNA TESTING

### 5.3.5 ENDOCRINE TESTING

### 5.3.6 RESPIRATORY DIAGNOSTICS

## 5.4 REGULATORY LANDSCAPE

### TABLE 3 REGULATORY BODIES AND GOVERNMENT AGENCIES

#### 5.4.1 KEY REGULATORY GUIDELINES

##### 5.4.1.1 US

### FIGURE 19 US: REGULATORY PROCESS FOR IVD DEVICES

##### 5.4.1.2 Canada

### FIGURE 20 CANADA: REGULATORY PROCESS FOR IVD DEVICES

##### 5.4.1.3 Europe

### FIGURE 21 EUROPE: REGULATORY PROCESS FOR IVD DEVICES

##### 5.4.1.4 Japan

### FIGURE 22 JAPAN: REGULATORY PROCESS FOR IVD DEVICES

##### 5.4.1.5 China

### TABLE 4 CHINA: TIME, COST, AND COMPLEXITY OF REGISTRATION PROCESS

##### 5.4.1.6 India

**FIGURE 23 INDIA: REGULATORY PROCESS FOR IVD DEVICES****5.4.1.7 Brazil****FIGURE 24 BRAZIL: REGULATORY PROCESS FOR IVD DEVICES****5.5 VALUE CHAIN ANALYSIS****FIGURE 25 VALUE CHAIN ANALYSIS—MAXIMUM VALUE ADDED DURING  
REGULATION & DISTRIBUTION STAGES****5.6 SUPPLY CHAIN ANALYSIS****5.6.1 PROMINENT COMPANIES****5.6.2 SMALL & MEDIUM-SIZED ENTERPRISES****5.6.3 END USERS****FIGURE 26 SUPPLY CHAIN ANALYSIS****5.6.4 PRICING ANALYSIS****TABLE 5 AVERAGE SELLING PRICE OF LEADING PRODUCTS, BY KEY PLAYER  
(USD)****FIGURE 27 AVERAGE SELLING PRICE OF TOP 2 LEADING PRODUCTS, BY KEY  
PLAYER****5.6.4.1 Average selling price trend****TABLE 6 AVERAGE PRICE OF GLUCOSE MONITORING & CARDIOMETABOLIC  
MONITORING PRODUCTS, BY COUNTRY, 2022 (USD)****TABLE 7 AVERAGE PRICE OF INFECTIOUS DISEASE TESTING PRODUCTS, BY  
COUNTRY, 2022 (USD)****TABLE 8 AVERAGE PRICE OF OTHER POINT-OF-CARE TESTING PRODUCTS, BY  
COUNTRY, 2022 (USD)****5.7 PORTER'S FIVE FORCES ANALYSIS****TABLE 9 POINT-OF-CARE DIAGNOSTICS MARKET: PORTER'S FIVE FORCES  
ANALYSIS****5.7.1 BARGAINING POWER OF BUYERS****5.7.2 BARGAINING POWER OF SUPPLIERS****5.7.3 THREAT OF NEW ENTRANTS****5.7.4 THREAT OF SUBSTITUTES****5.7.5 INTENSITY OF COMPETITIVE RIVALRY****5.8 TRADE DATA****TABLE 10 IMPORT DATA FOR MALARIA DIAGNOSTICS KITS (HS CODE 300211),  
BY COUNTRY, 2018–2021 (USD MILLION)****TABLE 11 EXPORT DATA FOR MALARIA DIAGNOSTICS KITS (HS CODE 300211),  
BY COUNTRY, 2018–2021 (USD MILLION)****5.9 REIMBURSEMENT SCENARIO****TABLE 12 KEY MEDICARE CLINICAL LAB FEE SCHEDULE (CLFS) CODES FOR  
COVID-19 TESTING**

**TABLE 13 MEDICARE HCPCS CODES FOR HIV TESTING****5.10 PATENT ANALYSIS****FIGURE 28 TOP 10 PATENT OWNERS FOR POINT-OF-CARE DIAGNOSTICS  
(JANUARY 2012–DECEMBER 2023)****5.10.1 ECOSYSTEM/MARKET MAP****FIGURE 29 ANALYSIS OF PARENT MARKET: IN VITRO DIAGNOSTICS MARKET****5.10.2 KEY CONFERENCES & EVENTS****TABLE 14 POINT-OF-CARE DIAGNOSTICS MARKET: LIST OF KEY CONFERENCES  
& EVENTS (2023?2024)****5.11 CASE STUDY ANALYSIS****5.11.1 DEVELOPMENT OF HIGH-SENSITIVITY TROPONIN I****TABLE 15 CASE 1: DIAGNOSING LOWER LEVELS OF TROPONIN IN CARDIAC  
PATIENTS****5.12 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS****FIGURE 30 EMERGING TRENDS AND OPPORTUNITIES AFFECTING FUTURE  
REVENUE MIX****5.13 KEY STAKEHOLDERS AND BUYING CRITERIA****5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS****FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS OF POINT-OF-  
CARE TESTING KITS & INSTRUMENTS****TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR POINT-  
OF-CARE TESTING KITS AND INSTRUMENTS (%)****5.14 BUYING CRITERIA****FIGURE 32 KEY BUYING CRITERIA FOR POINT-OF-CARE TESTING KITS &  
INSTRUMENTS****TABLE 17 KEY BUYING CRITERIA FOR POC PRODUCTS****6 POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE****6.1 INTRODUCTION****TABLE 18 POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE,  
2021–2028 (USD MILLION)****6.2 OTC TESTING PRODUCTS****6.2.1 GROWING PATIENT PREFERENCE FOR REMOTE HEALTHCARE TO  
PROPEL MARKET****TABLE 19 OTC TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****6.3 PRESCRIPTION-BASED TESTING PRODUCTS****6.3.1 RISING INCIDENCE OF CHRONIC DISEASES TO DRIVE MARKET****TABLE 20 PRESCRIPTION-BASED TESTING PRODUCTS MARKET, BY REGION,**

2021–2028 (USD MILLION)

## **7 POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM**

### **7.1 INTRODUCTION**

TABLE 21 POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

### **7.2 LATERAL FLOW ASSAYS**

7.2.1 RISING ADOPTION OF TESTING PRODUCTS IN HOME CARE SETTINGS TO DRIVE MARKET

TABLE 22 POINT-OF-CARE DIAGNOSTICS MARKET FOR LATERAL FLOW ASSAYS, BY REGION, 2021–2028 (USD MILLION)

### **7.3 IMMUNOASSAYS**

7.3.1 UTILIZATION IN INFECTIOUS DISEASE TESTING TO SUPPORT MARKET GROWTH

TABLE 23 POINT-OF-CARE DIAGNOSTICS MARKET FOR IMMUNOASSAYS, BY REGION, 2021–2028 (USD MILLION)

### **7.4 MICROFLUIDICS**

7.4.1 GROWING TREND OF MINIATURIZATION AND RISING TECHNOLOGICAL ADVANCEMENTS TO PROPEL MARKET

TABLE 24 POINT-OF-CARE DIAGNOSTICS MARKET FOR MICROFLUIDICS, BY REGION, 2021–2028 (USD MILLION)

### **7.5 DIPSTICKS**

7.5.1 QUALITATIVE ANALYSIS OF MEDICAL CONDITIONS TO SUPPORT MARKET GROWTH

TABLE 25 POINT-OF-CARE DIAGNOSTICS MARKET FOR DIPSTICKS, BY REGION, 2021–2028 (USD MILLION)

### **7.6 MOLECULAR DIAGNOSTICS**

TABLE 26 POINT-OF-CARE DIAGNOSTICS MARKET FOR MOLECULAR DIAGNOSTICS, BY TECHNOLOGY, 2021–2028 (USD MILLION)

TABLE 27 POINT-OF-CARE DIAGNOSTICS MARKET FOR MOLECULAR DIAGNOSTICS, BY REGION, 2021–2028 (USD MILLION)

#### **7.6.1 RT-PCR**

7.6.1.1 Rising cases of COVID-19 to boost demand

TABLE 28 POINT-OF-CARE DIAGNOSTICS MARKET FOR RT-PCR, BY REGION, 2021–2028 (USD MILLION)

#### **7.6.2 INAAT**

7.6.2.1 Cost benefits of INAAT to propel segment growth

TABLE 29 POINT-OF-CARE DIAGNOSTICS MARKET FOR INAAT, BY REGION,

2021–2028 (USD MILLION)

### 7.6.3 OTHER TECHNOLOGIES

TABLE 30 POINT-OF-CARE DIAGNOSTICS MARKET FOR OTHER TECHNOLOGIES, BY REGION, 2021–2028 (USD MILLION)

## 8 POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE

### 8.1 INTRODUCTION

TABLE 31 POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

### 8.2 BLOOD SAMPLES

#### 8.2.1 HIGH UTILIZATION IN DISEASE DETECTION TO DRIVE MARKET

TABLE 32 POINT-OF-CARE DIAGNOSTICS MARKET FOR BLOOD SAMPLES, BY REGION, 2021–2028 (USD MILLION)

### 8.3 URINE SAMPLES

8.3.1 INCREASING PREVALENCE OF KIDNEY DISORDERS AND WIDE RANGE OF DIAGNOSTIC TARGETS TO BOOST DEMAND

TABLE 33 POINT-OF-CARE DIAGNOSTICS MARKET FOR URINE SAMPLES, BY REGION, 2021–2028 (USD MILLION)

### 8.4 NASAL & OROPHARYNGEAL SWABS

#### 8.4.1 RISING INCIDENCE OF RESPIRATORY INFECTIONS TO PROPEL MARKET

TABLE 34 POINT-OF-CARE DIAGNOSTICS MARKET FOR NASAL & OROPHARYNGEAL SWABS, BY REGION, 2021–2028 (USD MILLION)

### 8.5 OTHER SAMPLES

TABLE 35 POINT-OF-CARE DIAGNOSTICS MARKET FOR OTHER SAMPLES, BY REGION, 2021–2028 (USD MILLION)

## 9 POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT

### 9.1 INTRODUCTION

TABLE 36 POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 9.2 GLUCOSE MONITORING PRODUCTS

TABLE 37 POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 38 POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

#### 9.2.1 STRIPS

##### 9.2.1.1 Ability to provide single-use measurement testing to drive market

TABLE 39 GLUCOSE MONITORING STRIPS MARKET, BY REGION, 2021–2028  
(USD MILLION)

9.2.2 METERS

9.2.2.1 Ability to adjust therapeutic regimens daily to support market growth

TABLE 40 GLUCOSE MONITORING METERS MARKET, BY REGION, 2021–2028  
(USD MILLION)

9.2.3 LANCETS & LANCING DEVICES

9.2.3.1 Provision of multiple depth penetration settings to boost demand

TABLE 41 GLUCOSE MONITORING LANCETS & LANCING DEVICES MARKET, BY  
REGION, 2021–2028 (USD MILLION)

9.3 COVID-19 TESTING PRODUCTS

9.3.1 RISING UPTAKE OF RT-PCR RAPID TESTS TO BOOST DEMAND

TABLE 42 POINT-OF-CARE DIAGNOSTICS MARKET FOR COVID-19 TESTING  
PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.4 CARDIOMETABOLIC MONITORING PRODUCTS

TABLE 43 POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC  
MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 44 POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC  
MONITORING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.4.1 CARDIAC MARKER TESTING PRODUCTS

9.4.1.1 Rising government initiatives for CVD research to drive market

TABLE 45 POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIAC MARKER  
TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.4.2 BLOOD GAS/ELECTROLYTE TESTING PRODUCTS

9.4.2.1 Technological advancements in monitoring products to support market growth

TABLE 46 POINT-OF-CARE DIAGNOSTICS MARKET FOR BLOOD  
GAS/ELECTROLYTE TESTING PRODUCTS, BY REGION, 2021–2028 (USD  
MILLION)

9.4.3 HBA1C TESTING PRODUCTS

9.4.3.1 Favorable clinical outcomes with long-term monitoring to drive market

TABLE 47 POINT-OF-CARE DIAGNOSTICS MARKET FOR HBA1C TESTING  
PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5 INFECTIOUS DISEASE TESTING PRODUCTS

TABLE 48 POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE  
TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 49 POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE  
TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.1 HIV TESTING PRODUCTS

9.5.1.1 Rising prevalence of HIV to drive market

TABLE 50 POINT-OF-CARE DIAGNOSTICS MARKET FOR HIV TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.2 RESPIRATORY INFECTION TESTING PRODUCTS

9.5.2.1 Rising incidence of respiratory infections to drive market

TABLE 51 POINT-OF-CARE DIAGNOSTICS MARKET FOR RESPIRATORY INFECTION TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.3 HEPATITIS C TESTING PRODUCTS

9.5.3.1 Increasing prevalence of viral hepatitis to support market growth

TABLE 52 POINT-OF-CARE DIAGNOSTICS MARKET FOR HEPATITIS C TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.4 HEALTHCARE-ASSOCIATED INFECTION TESTING PRODUCTS

9.5.4.1 High incidence of UTIs and surgical-site infections to boost demand

TABLE 53 POINT-OF-CARE DIAGNOSTICS MARKET FOR HEALTHCARE-ASSOCIATED INFECTION TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.5 INFLUENZA TESTING PRODUCTS

9.5.5.1 Ability to identify A & B viral nucleoprotein antigens to drive market

TABLE 54 POINT-OF-CARE DIAGNOSTICS MARKET FOR INFLUENZA TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.6 TROPICAL DISEASE TESTING PRODUCTS

9.5.6.1 Rising incidence of malaria and dengue to support market growth

TABLE 55 POINT-OF-CARE DIAGNOSTICS MARKET FOR TROPICAL DISEASE TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.7 SEXUALLY TRANSMITTED DISEASE TESTING PRODUCTS

TABLE 56 POINT-OF-CARE DIAGNOSTICS MARKET FOR STD TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 57 POINT-OF-CARE DIAGNOSTICS MARKET FOR STD TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.7.1 Syphilis testing products

9.5.7.1.1 Introduction of rapid tests to boost demand

TABLE 58 POINT-OF-CARE DIAGNOSTICS MARKET FOR SYPHILIS TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.7.2 Human papillomavirus (HPV) testing products

9.5.7.2.1 Rising uptake of HPV diagnostics and RT-PCR to support market growth

TABLE 59 POINT-OF-CARE DIAGNOSTICS MARKET FOR HPV TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

9.5.7.3 Chlamydia trachomatis testing products

9.5.7.3.1 Growing awareness of STI detection to boost demand

TABLE 60 POINT-OF-CARE DIAGNOSTICS MARKET FOR CHLAMYDIA

**TRACHOMATIS TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.5.7.4 Herpes simplex virus (HSV) testing products****9.5.7.4.1 Increasing incidence of HSV to support market growth****TABLE 61 POINT-OF-CARE DIAGNOSTICS MARKET FOR HSV TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.5.8 TUBERCULOSIS****9.5.8.1 Rising prevalence of TB in underserved areas to support market growth****TABLE 62 POINT-OF-CARE DIAGNOSTICS MARKET FOR TUBERCULOSIS, BY REGION, 2021–2028 (USD MILLION)****9.5.9 CLOSTRIDIUM DIFFICILE INFECTION TESTING PRODUCTS****9.5.9.1 Rising cases among hospitalized patients to boost demand****TABLE 63 POINT-OF-CARE DIAGNOSTICS MARKET FOR CDI, BY REGION, 2021–2028 (USD MILLION)****9.5.10 OTHER INFECTIOUS DISEASE TESTING PRODUCTS****TABLE 64 POINT-OF-CARE DIAGNOSTICS MARKET FOR OTHER INFECTIOUS DISEASE TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.6 COAGULATION MONITORING PRODUCTS****TABLE 65 POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)****TABLE 66 POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.6.1 PT/INR TESTING PRODUCTS****9.6.1.1 Ability to detect blood clots to support market growth****TABLE 67 POINT-OF-CARE DIAGNOSTICS MARKET FOR PT/INR TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.6.2 ACT/APTT TESTING PRODUCTS****9.6.2.1 Rising cases of dialysis and ESRD to boost demand****TABLE 68 POINT-OF-CARE DIAGNOSTICS MARKET FOR ACT/APTT TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.7 PREGNANCY & FERTILITY TESTING PRODUCTS****TABLE 69 POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)****TABLE 70 POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.7.1 PREGNANCY TESTING PRODUCTS****9.7.1.1 Growing preference for home care testing to drive market****TABLE 71 POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)****9.7.2 FERTILITY TESTING PRODUCTS**

#### 9.7.2.1 Growing focus on family planning to boost demand

TABLE 72 POINT-OF-CARE DIAGNOSTICS MARKET FOR FERTILITY TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.8 TUMOR/CANCER MARKER TESTING PRODUCTS

9.8.1 INCREASING INCIDENCE OF CANCER AND RISING UPTAKE OF IMMUNOASSAYS TO PROPEL MARKET

TABLE 73 POINT-OF-CARE DIAGNOSTICS MARKET FOR TUMOR/CANCER MARKER TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.9 URINALYSIS TESTING PRODUCTS

9.9.1 HIGH INCIDENCE OF RECURRENT UTIS TO DRIVE MARKET

TABLE 74 POINT-OF-CARE DIAGNOSTICS MARKET FOR URINALYSIS TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.10 CHOLESTEROL TESTING PRODUCTS

9.10.1 RISING OBESITY LEVELS AND INCIDENCE OF CVD TO BOOST DEMAND

TABLE 75 POINT-OF-CARE DIAGNOSTICS MARKET FOR CHOLESTEROL TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.11 HEMATOLOGY TESTING PRODUCTS

9.11.1 PREFERENCE FOR LABORATORY-BASED TESTS TO RESTRAIN MARKET

TABLE 76 POINT-OF-CARE DIAGNOSTICS MARKET FOR HEMATOLOGY TESTING PRODUCTS, BY REGION, 2021–2028(USD MILLION)

### 9.12 DRUGS-OF-ABUSE TESTING PRODUCTS

9.12.1 RISING CONSUMPTION OF ILLICIT DRUGS TO FUEL MARKET

TABLE 77 POINT-OF-CARE DIAGNOSTICS MARKET FOR DRUGS-OF-ABUSE TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.13 THYROID-STIMULATING HORMONE (TSH) TESTING PRODUCTS

9.13.1 RISING CASES OF THYROID TO BOOST DEMAND

TABLE 78 POINT-OF-CARE DIAGNOSTICS MARKET FOR TSH TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.14 FECAL OCCULT TESTING PRODUCTS

9.14.1 INCREASING AWARENESS ON EARLY DISEASE DETECTION TO SUPPORT MARKET GROWTH

TABLE 79 POINT-OF-CARE DIAGNOSTICS MARKET FOR FECAL OCCULT TESTING PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

### 9.15 OTHER PRODUCTS

TABLE 80 POINT-OF-CARE DIAGNOSTICS MARKET FOR OTHER PRODUCTS, BY REGION, 2021–2028 (USD MILLION)

## 10 POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER

## 10.1 INTRODUCTION

TABLE 81 POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

## 10.2 CLINICAL LABORATORIES

10.2.1 IMPROVEMENTS IN AUTOMATED TESTING SERVICES TO BOOST DEMAND

TABLE 82 POINT-OF-CARE DIAGNOSTICS MARKET FOR CLINICAL LABORATORIES, BY REGION, 2021–2028 (USD MILLION)

## 10.3 AMBULATORY CARE FACILITIES AND PHYSICIANS' OFFICES

10.3.1 RAPID RESULT GENERATION AND AVAILABILITY OF IMMEDIATE PATIENT CARE TO DRIVE MARKET

TABLE 83 POINT-OF-CARE DIAGNOSTICS MARKET FOR AMBULATORY CARE FACILITIES AND PHYSICIANS' OFFICES, BY REGION, 2021–2028 (USD MILLION)

## 10.4 PHARMACIES, RETAIL CLINICS, AND E-COMMERCE PLATFORMS

10.4.1 ABILITY TO SUPPORT CHRONIC DISEASE MANAGEMENT TO BOOST DEMAND

TABLE 84 POINT-OF-CARE DIAGNOSTICS MARKET FOR PHARMACIES, RETAIL CLINICS, AND E-COMMERCE PLATFORMS, BY REGION, 2021–2028 (USD MILLION)

## 10.5 HOSPITALS, CRITICAL CARE CENTERS, AND URGENT CARE CENTERS

10.5.1 RAPID RESULTS AND END USERS OF POC DIAGNOSTICS

TABLE 85 POINT-OF-CARE DIAGNOSTICS MARKET FOR HOSPITALS, CRITICAL CARE CENTERS, AND URGENT CARE CENTERS, BY REGION, 2021–2028 (USD MILLION)

## 10.6 HOME CARE SETTINGS AND SELF-TESTING

10.6.1 GROWING INCLINATION TOWARDS REMOTE-BASED CARE TO DRIVE MARKET

TABLE 86 POINT-OF-CARE DIAGNOSTICS MARKET FOR HOME CARE SETTINGS AND SELF-TESTING, BY REGION, 2021–2028 (USD MILLION)

## 10.7 OTHER END USERS

TABLE 87 POINT-OF-CARE DIAGNOSTICS MARKET FOR OTHER END USERS, BY REGION, 2021–2028 (USD MILLION)

# 11 POINT-OF-CARE DIAGNOSTICS MARKET, BY REGION

## 11.1 INTRODUCTION

TABLE 88 POINT-OF-CARE DIAGNOSTICS MARKET, BY REGION, 2021–2028 (USD MILLION)

## 11.2 NORTH AMERICA

### 11.2.1 NORTH AMERICA: RECESSION IMPACT

#### FIGURE 33 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET SNAPSHOT

TABLE 89 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 90 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 91 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 92 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 93 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 94 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 95 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 96 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

TABLE 97 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2021–2028 (USD MILLION)

TABLE 98 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

TABLE 99 NORTH AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

### 11.2.2 US

11.2.2.1 Favorable government support and medical reimbursements to boost demand

TABLE 100 US: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.2.3 CANADA

11.2.3.1 Rising incidence of diabetes and cancer to support market growth

TABLE 101 CANADA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

## 11.3 EUROPE

### 11.3.1 EUROPE: RECESSION IMPACT

TABLE 102 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY COUNTRY,

2021–2028 (USD MILLION)

TABLE 103 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 104 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 105 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 106 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 107 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 108 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 109 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

TABLE 110 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2021–2028 (USD MILLION)

TABLE 111 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

TABLE 112 EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

### 11.3.2 GERMANY

11.3.2.1 Rising demand for innovative technologies to propel market

TABLE 113 GERMANY: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.3.3 FRANCE

11.3.3.1 Growing public-private collaborations for product development to drive market

TABLE 114 FRANCE: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.3.4 UK

11.3.4.1 Growing number of accredited diagnostic & hospital laboratories to propel market

TABLE 115 UK: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.3.5 ITALY

11.3.5.1 Increasing adoption of infectious disease diagnostics to drive market

TABLE 116 ITALY: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT,

2021–2028 (USD MILLION)

#### 11.3.6 SPAIN

11.3.6.1 Rising incidence of chronic diseases to support market growth

TABLE 117 SPAIN: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

#### 11.3.7 REST OF EUROPE

TABLE 118 REST OF EUROPE: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4 ASIA PACIFIC

#### 11.4.1 ASIA PACIFIC: RECESSION IMPACT

FIGURE 34 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET SNAPSHOT

TABLE 119 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 120 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 121 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 122 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 123 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 124 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 125 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 126 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

TABLE 127 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2021–2028 (USD MILLION)

TABLE 128 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

TABLE 129 ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

#### 11.4.2 JAPAN

11.4.2.1 Availability of advanced rapid flu tests to drive market

TABLE 130 JAPAN: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4.3 CHINA

11.4.3.1 Rising incidence of infectious diseases to drive market

TABLE 131 CHINA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4.4 INDIA

11.4.4.1 High burden of chronic diseases to propel market

TABLE 132 INDIA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4.5 AUSTRALIA

11.4.5.1 Increasing research investments for next-gen POC devices to fuel market

TABLE 133 AUSTRALIA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4.6 SOUTH KOREA

11.4.6.1 Growing awareness about advanced POC devices to boost demand

TABLE 134 SOUTH KOREA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.4.7 REST OF ASIA PACIFIC

TABLE 135 REST OF ASIA PACIFIC: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

## 11.5 LATIN AMERICA

### 11.5.1 LATIN AMERICA: RECESSION IMPACT

TABLE 136 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 137 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 138 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 139 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 140 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 141 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 142 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 143 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

TABLE 144 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2021–2028 (USD MILLION)

TABLE 145 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

TABLE 146 LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

#### 11.5.2 BRAZIL

11.5.2.1 Rising prevalence of diabetes to support market growth

TABLE 147 BRAZIL: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

#### 11.5.3 MEXICO

11.5.3.1 Rising incidence of cancer to drive market

TABLE 148 MEXICO: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

#### 11.5.4 REST OF LATIN AMERICA

TABLE 149 REST OF LATIN AMERICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 11.6 MIDDLE EAST & AFRICA

#### 11.6.1 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 150 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 151 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 152 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR GLUCOSE MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 153 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR CARDIOMETABOLIC MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 154 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR INFECTIOUS DISEASE TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 155 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR COAGULATION MONITORING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 156 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET FOR PREGNANCY & FERTILITY TESTING PRODUCTS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 157 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PLATFORM, 2021–2028 (USD MILLION)

TABLE 158 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY MODE OF PURCHASE, 2021–2028 (USD MILLION)

TABLE 159 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

TABLE 160 MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY SAMPLE, 2021–2028 (USD MILLION)

#### 11.6.1.1 GCC Countries

11.6.1.1.1 Improvements in healthcare infrastructure to drive market

TABLE 161 GCC COUNTRIES: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

#### 11.6.2 REST OF MIDDLE EAST & AFRICA

TABLE 162 REST OF AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 163 REST OF MIDDLE EAST & AFRICA: POINT-OF-CARE DIAGNOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

## 12 COMPETITIVE LANDSCAPE

### 12.1 INTRODUCTION

### 12.2 KEY PLAYER STRATEGIES/RIGHT TO WIN FIGU

## About

### **Tumor/Cancer Markers Market**

Tumor/cancer markers are substances produced by cancerous or other body cells in response to cancer or certain benign (non-cancerous) conditions. These markers help diagnose cancer and predict a patient's response towards certain cancer therapies and treatment. This market accounted for XX% of the POC diagnostics kits market in 2013 and is expected to grow at a CAGR of XX% from 2013 to 2018, to reach \$XX million by 2018.

### **Competitive Situation And Trends**

New product launches is the key strategy adopted by industry players in order to achieve growth in the POC diagnostics market. This strategy accounted for a share of XX% of all growth strategies adopted by market players. The rising demand for POC devices as well as the high growth in emerging markets has encouraged companies to adopt this strategy. Market players are focusing on entering new markets by launching technologically advanced and innovative POC products, systems, and testing kits in both existing and emerging markets. Alere, Inc. (U.S.), Abbott Laboratories, Inc. (U.S.), Siemens Healthcare (Germany), Roche Diagnostics Limited (Switzerland), and Bayer Healthcare AG (Germany) are some of the leading market players that adopted this strategy in order to develop their business.

### **Key Growth Strategies, 2011–2014**



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