

Point of Care Diagnostics - Company Evaluation Report, 2025

<https://marketpublishers.com/r/P16B1ABA9C69EN.html>

Date: September 2025

Pages: 147

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

ID: P16B1ABA9C69EN

Abstracts

The Point of Care Diagnostics Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Point of Care Diagnostics. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 102 companies, of which the Top 18 Point of Care Diagnostics Companies were categorized and recognized as quadrant leaders.

Point-of-Care (POC) diagnostics involves the use of portable, easy-to-use medical testing devices that deliver rapid results at or near the site of patient care. This approach bypasses the need to send samples to a centralized laboratory, enabling immediate clinical decision-making in locations such as a doctor's office, a hospital bedside, a community clinic, or even a patient's home. The technology covers a wide array of tests, from blood glucose monitoring and infectious disease screening (e.g., flu, COVID-19) to cardiac marker analysis and pregnancy testing.

The market for POC diagnostics is driven by a global shift towards more accessible, efficient, and patient-centric healthcare. The rising prevalence of chronic conditions like diabetes necessitates frequent and convenient monitoring, for which POC devices are ideal. The ever-present threat of infectious disease outbreaks has highlighted the critical need for rapid diagnostic tools to enable swift containment and treatment. Furthermore, empowering patients to take a more active role in managing their own health has fueled demand for direct-to-consumer and pharmacy-based tests, making healthcare more proactive and decentralized.

However, the field faces significant challenges. A primary concern is ensuring the

analytical accuracy of POC tests, as they may have lower sensitivity compared to the sophisticated equipment in a central lab. The cost of the instruments and their disposable test cartridges can be a barrier to adoption, particularly in resource-limited settings. Managing quality control, data integration with electronic health records, and user training across thousands of decentralized devices presents a formidable logistical and IT hurdle. Navigating diverse regulatory requirements for device approval and reimbursement also adds complexity for manufacturers.

The 360 Quadrant maps the Point of Care Diagnostics companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Point of Care Diagnostics quadrant. The top criteria for product footprint evaluation included Product [Glucose Monitoring Products, Cardiometabolic Monitoring Products, Infectious Disease Testing Products, Coagulation Monitoring Products, Pregnancy & Fertility Testing Products, Tumor/Cancer Marker Testing Products, Urinalysis Testing Products, Cholesterol Testing Products, Hematology Testing Products, Drugs-Of-Abuse Testing Products, Thyroid Stimulating Hormone Testing Products, Fecal Occult Testing Products, Other Products], Mode Of Purchase [OTC Testing Products, Prescription-Based Testing Products], Sample [Blood Samples, Urine Samples, Nasal & Nasopharyngeal Swabs, Other Samples], Technology [Immunoassays, Molecular Diagnostics, Biochemistry], End User [Clinical Laboratories, Ambulatory Care Facilities and Physician Offices, Hospitals, Critical Care Centers, and Urgent Care Centers, Home Care Settings & Self-testing, Other End Users].

Key Players:

Major vendors in the Point of Care Diagnostics market are Abbott (US), F. Hoffmann-La Roche Ltd. (Switzerland), Siemens Healthineers AG (Germany), Danaher (US), QuidelOrtho Corporation (US), BD (US), Thermo Fisher Scientific Inc. (US), bioMérieux (France), BIOSYNEX SA (France), Werfen (US), Nova Biomedical (US), LifeScan IP Holdings, LLC (US), Ascensia Diabetes Care Holdings AG (Switzerland), A. Menarini Diagnostics s.r.l (Italy), OraSure Technologies Inc. (US), Mankind Pharma (India), SEKISUI Diagnostics (US), and Grifols, S.A. (Spain). These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top three companies:

Abbott (US)

Abbott is a leading diversified global healthcare company with strong market positions in diagnostics, medical devices, nutrition, and established pharmaceuticals. It is renowned for its market-leading Freestyle Libre glucose monitoring system, Alinity diagnostic platforms, and cardiovascular devices. Strategically, Abbott is focused on driving growth through continuous innovation in its medical device and diagnostics portfolios, particularly in diabetes care and structural heart. This approach, combined with its strong presence in emerging markets like India, ensures its continued influence on global health and wellness.

F. Hoffmann-La Roche Ltd. (Switzerland)

F. Hoffmann-La Roche is a global pioneer in healthcare, uniquely positioned with world-leading divisions in both Pharmaceuticals and Diagnostics. The Swiss company is a powerhouse in oncology and immunology and is the global market leader in in-vitro diagnostics with its cobas® platforms. Roche's core strategy is "Personalized Healthcare," leveraging insights from its diagnostics business to develop targeted therapies and guide clinical decisions. By combining these synergistic strengths, Roche continues to drive medical innovation and shape the future of individualized patient care worldwide.

Siemens Healthineers AG

Siemens Healthineers is a leading global medical technology company with dominant positions in diagnostic imaging, laboratory diagnostics, and cancer care. Following its transformative acquisition of Varian, the German firm now offers a uniquely comprehensive portfolio, from MRI and CT scanners to advanced radiation therapy systems. Its strategy focuses on integrating these capabilities to create end-to-end solutions, particularly in oncology, while embedding AI across its platforms to improve diagnostics and automate workflows. This positions the company as a key innovator in shaping the digitalization and future of healthcare.

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