

HbA1c Testing Market in India 2014

<https://marketpublishers.com/r/HC42F157EABEN.html>

Date: September 2014

Pages: 132

Price: US\$ 950.00 (Single User License)

ID: HC42F157EABEN

Abstracts

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Netscribes' latest market research report titled HbA1c Testing Market in India 2014 states that with the increasing incidence of diabetes in the country, the demand for HbA1c testing is rising. India is characterized by the presence of a large diabetic population. The country's status as the diabetes capital of the world has made the need for diabetes prevention and screening very important. Hence, tests for measuring the blood glucose levels are facing high demand within the country. Naturally, HbA1c testing in the country is also benefiting from this trend. The ability to measure one's blood glucose levels over a period of 3 months has made it a test favored by many diabetics as well as people who believe they are at high risk of developing diabetes. The market for HbA1c testing has been growing steadily and with the awareness level regarding it increasing rapidly, the market is set to boom in the next few years.

Although the test is considered to be very useful for diabetes screening as well as for monitoring the diabetes status of a patient, its much higher cost compared to a simple blood sugar level test can act as a hindrance to its greater acceptance. However, the need to go for HbA1c tests only 3-4 times a year unlike the blood sugar level test which may have to be done on a monthly basis may work in favor of the former. Moreover, HbA1c tests give a clearer picture of the diabetes status of a patient as it a measurement of the glucose levels over a longer period. Several physicians also prescribe this test to their patients which in turn will increase its demand and thereby drive growth in the market.

Several large diagnostic chains offer these tests in India. Majority of the patients going for these tests are confirmed diabetics with very few non-diabetics undergoing this test. Most of the patients visiting laboratories for HbA1c tests have been prescribed to go for this test by a physician and very few people opt for the test on their own. However, with

increasing awareness among people, this ratio is likely to change and many more people are expected to go for this test independently.

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About

Healthcare Industry Overview:

Favorable demographics, increase in awareness levels and better medical care are some factors that are driving the healthcare sector in India.

Segment 1 comprises the largest segment of overall healthcare market, followed by pharmacy, medical equipment, diagnostics and healthcare IT.

Gradual penetration of health insurance is stepping up affordability of health services through increased demand for preventive and curative healthcare services.

Superior quality healthcare, coupled with low treatment costs in comparison to other countries, is benefitting Indian medical tourism, thereby driving the Indian healthcare market.

Treatment for major surgeries in India costs approximately 20% of that in developed countries.

Diagnostic Service – Market Overview:

Enhanced physician knowledge, coupled with better technology in the field of diagnostics, is causing the Indian market to grow

Rise in lifestyle diseases has caused medical diagnostics market to grow immensely in tier II and tier III cities

Diagnostic market is characterized by the presence of a large number of labs in the unorganized sector that are not accredited

HbA1c –Market Overview:

HbA1c tests can be offered exclusively or in packages with other tests by the diagnostic service providers

Technology 'A' is currently the most common method adopted for conducting HbA1c tests in India. PoCT for HbA1c testing at the household level is not available in the domestic market and hence, the laboratories and hospitals offering HbA1c tests hold 100% market share.

There is a growing level of awareness among the diabetic patient population of India about HbA1c testing which is leading them to take the test independently which in turn will suitably drive the HbA1c testing market in India.

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