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In-Vitro Diagnostic Market by Type (Reagents, Instruments, and Software & Services), by Technique (Immunodiagnostics, Hematology, Molecular Diagnostics, Tissue Diagnostics, Clinical Chemistry, and Other IVD Techniques), by Application (Infectious Diseases, Cancer, Cardiac Diseases, Immune System Disorders, Nephrological Diseases, Gastrointestinal Diseases, and Others), and by End User (Stand Alone, Laboratory, Hospitals, Academics and Medical Schools, Point of Care Testing, and Other End Users) – Global Opportunity Analysis and Industry Forecast, 2025–2030

https://marketpublishers.com/r/I7FE033A8E29EN.html
Date: December 2024
Pages: 0
Price: US$ 3,975.00 (Single User License)
ID: I7FE033A8E29EN

Abstracts

The global In-Vitro Diagnostic (IVD) Market size was valued at USD 89.32 billion in 2024 and is predicted to reach USD 114.02 billion by 2030, with a CAGR of 3.9% from 2025 to 2030

The rising prevalence of chronic and infectious diseases, including cancer, cardiovascular diseases, diabetes, and various infections, is significantly driving the demand for diagnostic tests in the In Vitro Diagnostics (IVD) market. As healthcare systems strive to address these growing health challenges, there is an increasing focus on early detection, disease monitoring, and personalized treatment strategies. According to the World Health Organization, noncommunicable diseases (NCDs) are responsible for a staggering 41 million deaths annually, accounting for approximately

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74% of all global fatalities. Among NCDs, cardiovascular diseases lead the mortality statistics, causing 17.9 million deaths each year, followed by cancers at 9.3 million, chronic respiratory diseases at 4.1 million, and diabetes at 2.0 million. In-vitro diagnostics, with their ability to provide rapid and accurate diagnostic information, are essential for facilitating proactive healthcare interventions and improving patient outcomes. As healthcare systems worldwide intensify efforts to combat the growing burden of chronic and infectious diseases, the IVD market is poised for substantial expansion.

However, the high costs associated with research, development, and regulatory approval are significant factors restraining growth in the in-vitro diagnostics (IVD) market. Companies operating in this sector must make substantial financial investments to navigate the complex landscape of research and development. This investment includes extensive clinical trials, laboratory testing, and product refinement to ensure accuracy and reliability. Furthermore, obtaining regulatory approvals from agencies such as the FDA requires strict adherence to rigorous standards, which adds to the financial burden. These financial constraints can discourage potential market entrants and limit expansion efforts, thereby hindering overall industry growth.

On the contrary, point-of-care testing (POCT) represents a significant opportunity for the in-vitro diagnostics (IVD) market in the coming years. POCT is particularly valuable in situations where immediate results are critical, such as in emergency departments, ambulances, and remote healthcare settings. These technologies offer rapid tests for a variety of conditions, including infectious diseases, cardiac markers, glucose levels, pregnancy, and more. This enables healthcare providers to quickly assess patients' conditions and make timely treatment decisions. By integrating POCT with traditional IVD methods, healthcare providers can enhance their diagnostic capabilities, leading to more efficient and patient-centered care. This integration streamlines workflows, allows for quicker diagnosis and treatment initiation, and ultimately improves patient outcomes.

Segment Overview

The in-vitro diagnostic market is segmented on the basis of solution, application, organization size, and region.

By Type, the market is classified into reagents, instruments, and software & services

By Technique, the market is segmented into immunodiagnostics, hematology,

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molecular diagnostics, tissue diagnostics, clinical chemistry, and other IVD techniques

By Application, the market is divided into infectious diseases, cancer, cardiac disease, immune system disorders, nephrological diseases, gastrointestinal diseases, and other application

By End-user, the market is segmented into stand-alone laboratory, hospitals, academics and medical school, point of care testing, and other end-users

Region-wise, the market is segmented into North America, Europe, Asia-Pacific, and rest of the world (RoW).

North America Region Dominates the In-vitro Diagnostic Market

The North America region holds approximately 40% of the global in-vitro diagnostics (IVD) market share, driven by the rising prevalence of chronic diseases such as diabetes, cardiovascular diseases, and cancer. According to the National Association of Chronic Disease Directors, cardiovascular diseases account for one out of every three deaths in the U.S., totaling 859,000 deaths annually. This substantial burden has increased the demand for IVDs, which are essential for diagnosing, monitoring, and managing chronic diseases.

Innovative technologies and advancements in diagnostic techniques allow healthcare providers to better identify at-risk individuals, tailor treatment plans to individual needs, and improve patient outcomes. The presence of prominent companies such as Bio-Rad Laboratories Inc., Becton, Dickinson and Company, Abbott Laboratories, and Quest Diagnostics further drives market growth through innovation, R&D activities, and collaborations.

For instance, in January 2023, Bio-Rad Laboratories Inc. introduced the CFX Opus 96 Dx Real-Time PCR System, a product approved by the U.S. Food and Drug Administration (FDA) and compliant with European Union regulations for in-vitro diagnostic medical devices. This system features a user-friendly interface and intuitive software, simplifying operation and minimizing training requirements for lab staff, thereby boosting market growth.

Key Market Players

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The key players in the in-vitro diagnostics market include:

Roche Holding AG

Abbott Laboratories

Thermo Fisher Scientific Inc

Danaher Corporation

Becton, Dickinson and Company

Siemens Healthineers AG

bioM?rieux SA

Sysmex Corporation

QIAGEN N.V.

Bio-Rad Laboratories, Inc.

DiaSorin

Adaltis S.r.l

DIESSE Diagnostica Senese

Sentinel Diagnostics

Sclavo Diagnostics International

Recent Developments

February 2024

BioMerieux and the Food and Drug Administration initiated a strategic research

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collaboration to enhance microbial detection tools aimed at combating food-borne pathogens. This partnership focuses on developing innovative projects to improve the detection and characterization systems for pathogens such as Shiga-toxin producing E. coli, Cyclospora cayetanensis, Salmonella spp., and Listeria monocytogenes.

February 2024

Roche partnered with PathAI to create AI-driven companion diagnostic tools that enables comprehensive solution for precision therapeutics. This partnership aims to accelerate the advancement of precision medicine by integrating AI analysis with companion diagnostics, thereby improving patient access to tailored treatments.

February 2024

Sysmex and Hitachi High-Tech collaborated to develop new genetic testing systems based on capillary electrophoresis sequencers (CE sequencers). The collaboration combines Hitachi High-Tech's CE sequencer technology with Sysmex's know-how in NGS reagent development and analysis technology.

February 2024

Danaher Corporation collaborated with Cincinnati Children's Hospital Medical Center to improve patient safety in early drug development. The collaboration aims to address a major cause of failure in clinical trials by improving liver organoid technology as a drug toxicity screening solution.

January 2024

BD partnered with Techcyte, an artificial intelligence (AI)-based digital diagnostics company, to develop an AI-based algorithm for a digital cervical cytology system. This system aims to assist cytotechnologists and pathologists in identifying signs of cervical cancer and precancerous lesions effectively through whole-slide imaging.

KEY BENEFITS

> The in-vitro diagnostics market report provides a quantitative analysis of the current market and estimations from 2024 to 2030. This analysis assists in identifying the prevailing market opportunities.

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The study comprises a comprehensive analysis of the in-vitro diagnostics market trends, including current and future trends for depicting prevalent investment pockets in the market.

The information related to key drivers, restraints, and opportunities and their impact on the in-vitro diagnostics market is provided in the report.

The competitive analysis of the market players along with their market share in the in-vitro diagnostics market is provided in the report.

The SWOT analysis and Porter’s Five Forces model are elaborated in the study.

The value chain analysis in the market study provides a clear picture of the role of stakeholders.

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