

# Global Influenza Diagnostics Market Research and Forecast 2018-2023

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## Abstracts

Influenza is a contagious respiratory illness that the influenza virus causes leading to the infection of nose, throat, and sometimes the lungs. It can result into mild to severe illness and sometimes can lead to death. Three types of influenza virus affect people that includes: type A, type B, and type C. Influenza is spread via infectious respiratory secretions that is caused by the formation of aerosol due to direct contact with an infected person. The influenza can cause seasonal epidemics along with high levels of mortality and morbidity.

A number of factors are responsible for the overall growth of the global influenza diagnostics market. Increasing prevalence of influenza and related chronic disease along with the rising geriatric population base is one of the major factors for the growth of the market. However, increasing price of diagnostic kits and reagents hinder the growth of the market. Moreover, there is a huge opportunity of the global influenza diagnostic market in the near future due to enormous funding and investment, and support provided by the government for influenza diagnostics. For an instance, San Diego-based Cue Health was awarded up to \$30 million by the US Department of Health and Human Services' Biomedical Advanced Research and Development Authority. The funding was provided for enhancing the development and regulatory validation of over-the-counter and professional-use influenza and multiplex respiratory pathogen diagnostic cartridges for health monitoring system of the company.

The influenza diagnostics market can be segmented on the basis of, type, test type and end users. Based on the type, the influenza diagnostics market is bifurcated as type A flu, type B flu and type C flu. On the basis of test type, the market is diversified as rapid influenza diagnostic test, serological assay, nucleic acid sequence-based amplification test, loop-mediated isothermal amplification-based assay, simple amplification-based

assay and other tests. Based on the end users, the influenza diagnostics market is sub-divided as hospitals, and research labs.

The global influenza diagnostics market is further analyzed on the basis of the geographical regions that are contributing significantly towards the growth of the market. The North America is expected to hold a substantial share in the influenza diagnostics market owing to the factors such as initiatives taken by the government for controlling the disease rate. In addition, health awareness among population is another motivating factor in the region. Moreover, APAC is projected to be an emerging market for influenza diagnostics due to high burden of the influenza in the region.

Some of the key players operating in the global influenza diagnostics market are Abbott Laboratories Inc., Novartis AG, Roche Diagnostics, Sekisui Diagnostics, SA Scientific, Inc., and several others. In order to sustain in the competitive market, these players adopt various strategies such as merger & acquisitions, expansions, joint ventures and product development and partnership and collaboration. For instance, Silaris Influenza A&B Test has been launched by the Sekisui Diagnostics in March 2018. This test utilizes polymerase chain reaction (PCR) testing platform specifically for point-of-care (POC) infectious disease diagnosis. In addition, Sekisui Diagnostics along with the Mesa Biotech in November 2017, collaborated strategically for exclusive product distribution rights in the US and Canada.

## **RESEARCH METHODOLOGY**

The market study of influenza diagnostics market is incorporated by extensive primary and secondary research conducted by research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report country level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior, and macro-economic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders and industry experts. Primary research brings the authenticity in our reports.

Secondary sources include:

Financial reports of companies involved in the market

Authentic Public Databases such as American College of Rheumatology, American Association for Clinical Chemistry (AACC), and American Autoimmune Related Diseases Association (AARDA), among others.

Whitepapers, research-papers, and news blogs

Company websites and their product catalogue

Supplier Websites such as Alibaba, amazon for pricing analysis

The report is intended for drug manufacturers, healthcare provider, government organizations for overall market analysis, and competitive analysis. The report provides in-depth analysis on pricing, market size, intended quality of the product preferred by consumers, initial norms and vehicle segment. The report will serve as a source for 360-degree analysis of the market thoroughly integrating different models such as PEST analysis, Porter five analysis delivering insights into the market for better business decisions.

### **MARKET SEGMENTATION:**

Global Influenza diagnostics market is segmented on the basis of regional outlook and following segments:

Global Influenza diagnostics Market Research and Analysis, By Type

Global Influenza diagnostics Market Research and Analysis, By Test Type

Global Influenza diagnostics Market Research and Analysis, By End Users

Global Influenza diagnostics Market Research and Analysis, By Region

### **THE REPORT COVERS:**

Comprehensive research methodology of global influenza diagnostics

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the global influenza diagnostics market.

Insights about market determinants which are stimulating the global influenza diagnostics market.

Detailed and extensive market segments with regional distribution of forecasted revenues.

Extensive profiles and recent developments of market players.

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