

# **Europe Pregnancy and Fertility Testing Market: By Product Type (Pregnancy Test Kits (Strips/Dip Sticks, Midstream Kits, Card or Cassette Kits, and Digital Devices) Fertility/Ovulation Test Kits (Line Indicator Devices and Digital Devices)), By Test Type (HCG Urine Test, HCG Blood Test, FSH Urine Test, and LH Urine Test) By End User (Hospitals, Clinics, Homecare, and Diagnostics Centers), and Country (Germany, France, U.K, Italy, Spain, Russia, Poland, and Rest of Europe) - Market Estimation, Dynamics, Country Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023**

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## **Abstracts**

Europe Pregnancy and Fertility Testing Market Report Description:

Europe pregnancy and fertility testing market report gives comprehensive outlook on pregnancy and fertility testing across the region with special emphasis on key countries such as Germany, France, U.K, Italy, Spain, Russia, and Poland. The report on pregnancy and fertility testing market gives historical, current, and future market sizes (US\$ Mn) on the basis of product type, test type, end users, and country. Europe pregnancy and fertility testing market report presents the market dynamics elaborately to identify the current market trends & drivers, future opportunities and possible challenges to the key stakeholders operating in the market. In addition, Europe pregnancy and fertility testing market report includes the competition analysis with

vividly illustrated the competition dashboard to assess the market competition. Moreover, PBI analyzed Europe pregnancy and fertility testing market to better equip clients with possible investment opportunities across the countries (Country Investment Hot-Spots) and market unmet needs. Key stakeholders of the Europe pregnancy and fertility testing market report include component suppliers, manufacturers, marketers, hospitals, physician offices, policy makers, and healthcare service providers, who are engaged in usage and advocacy of pregnancy and fertility testing.

Europe Pregnancy and Fertility Testing Market:

Europe Pregnancy and Fertility Testing market was valued around US\$ 260 Mn in 2016 and poised to grow around 4.5% CAGR over 2017-2023.

## **COMPETITION ASSESSMENT**

Key players profiles in the Europe pregnancy and fertility testing market include:

Abbott Laboratories

Alere Inc.

bioMérieux SA

Church & Dwight Co., Inc.

DCC Plc.

Geratherm Medical AG

Germaine Laboratories

Kent Pharmaceuticals

Prestige Brands Holdings

Procter & Gamble Co.

Quidel Corporation

Rite-Aid

Swiss Precision Diagnostics GmbH

Players in the Europe Pregnancy and Fertility Testing market are entering into partnerships and collaborations, launching newer products in the market to garner larger market share

### **KEY FEATURES OF THE REPORT:**

The report provides granular level information about the market size, regional market share, historic market (2012-2016) and forecast (2017-2023)

The report covers in-detail insights about the competitor's overview, company share analysis, key market developments, and their key strategies

The Report Outlines drivers, restraints, unmet needs, and trends that are currently affecting the market

The report tracks recent innovations, key developments and startup's details that are actively working in the market

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

The report analyses the impact of socio-political environment through PESTLE Analysis and competition through Porter's Five Force Analysis in addition to recent technology advancements and innovations in the market

### **DETAILED SEGMENTATION**

By Product Type

Pregnancy Test Kits

Strips/Dip Sticks

Midstream Kits

Card or Cassette Kits

Digital Devices

Fertility/Ovulation Test Kits

Line Indicator Devices

Digital Devices

#### By Test Type

HCG Urine Test

HCG Blood Test

FSH Urine Test

LH Urine Test

#### By End User

Hospitals

Clinics

Homecare

Diagnostics Centers

#### Country

Germany

France

U.K

Italy

Spain

Russia

Poland

Rest of Europe

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