

# **Global Market Study on Lateral Flow Assays: North America Expected to Dominate the Market in Terms of Revenue Throughout the Assessment Period (2017 - 2022)**

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## **Abstracts**

Persistence Market Research delivers yet another unbiased, comprehensive and insightful report titled 'Lateral Flow Assays Market: Global Industry Analysis (2012-2016) and Forecast (2017-2022)'. In this report, the global lateral flow assays market is explored in great detail, and the market dynamics of the global lateral flow assays market has been covered comprehensively, explaining to the report readers the drivers, restraints and trends operating in this highly competitive market. Also, analysis of the data over different parameters has been done in order to arrive at market numbers concerning the global lateral flow assays market. Besides, competition landscape of the global lateral flow assays market is also covered in this report, giving information about the key companies operating in the global lateral flow assays market.

## **Report Structure**

In the first part of the report, the executive summary and the introduction are given. The executive summary gives a summary of the global lateral flow assays market and gives the pertinent market numbers that are most significant, which include the historical CAGR growth from 2012 till 2016 and the forecasted CAGR from the year 2017 till the end of the forecast period in the year 2022. Information about lucrative markets from the point of view of leading revenue share and highest CAGR are also given in the executive summary.

In the introduction section, the lateral flow assays market is defined in detail so that the report readers are clear about the scope of this market.

The next section of the report gives information on the key dynamics of the lateral flow assays market. Key points covered in this section include the global economy, fiscal stimulus and bottom line of enterprises.

In the subsequent section of the report, information is given on the cost structure analysis and pricing analysis of the global lateral flow assays market. An analysis on the market presence of key participants (intensity map) is also offered in this section.

### **Market Segmentation**

The next part of the report consists of the global lateral flow assays market analysis and forecast by product type, end user, application, technology and region. This section of the report contains important market numbers in the form of year-on-year growth comparison, market share comparison and revenue comparison. The global lateral flow assays market is also analyzed across key regions- North America, Latin America, Europe, Japan, APEJ and MEA.

### **Competition Landscape**

The last section of the report contains the competition landscape, where leading market players operating in the global lateral flow assays market are profiled in detail. This information is in the form of company overview, product overview, key financials and key developments pertaining to that particular company. The competition landscape also features the SWOT analysis of the selected companies, which gives the report readers information about the strengths, weaknesses, opportunities and the threats that such companies operating in the global lateral flow assays market are facing. The competition landscape is an invaluable part of the report as it contains all the necessary information to study the leading companies operating in the global lateral flow assays market and how they implement their strategies and vision to stay in the pole position in this highly competitive market.

### **Research Methodology**

Persistence Market Research leverages a proven and tested research methodology to determine the revenue estimations of the global lateral flow assays market. In-depth secondary research is used to arrive at the overall market size and top industry players. A list of industry players (manufacturers), distributors, retailers, and industry experts is developed along with a comprehensive discussion guide for detailed and exhaustive

primary interviews. Data thus obtained is validated using the triangulation method, where primary and secondary research along with Persistence Market Research analysis contribute to the final data. This data is then scrutinized using advanced tools to glean pertinent insights into the global lateral flow assays market.

## Market Taxonomy

### Product Type

- Benchtop Readers

- Digital/Mobile Readers

- Kits & Reagents

### End User

- Hospitals and Clinics

- Diagnostic Laboratories

- Pharmaceutical and Biotech Companies

- Other End Users

### Application

- Cardiac Marker Testing

- Drug Development & Quality Testing

- Drugs-of-Abuse Testing

- Food Safety & Environment Testing

- Infectious Disease Testing

Pregnancy & Fertility Testing

Technology

Sandwich Assays

Competitive Assays

Multiplex Detection Assays

Region

North America

Latin America

Europe

Japan

Asia Pacific excluding Japan

Middle East and Africa

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