

At Home Testing Kits Market, Distribution by Type of Test Format (Strip, Stick, Cassette, and Others), Type of Biofluid Analyzed (Urine, Blood, and Stool), Therapeutic Area (Fertility and Reproductive Health, Metabolic Disorders, Infectious Diseases and Oncological Disorders) and Key Geographical Regions (North America (US, Canada and Rest of North America), Europe (UK, Germany, France, Italy, Spain and Rest of Europe), Asia-Pacific (India, China, Japan, South Korea, Indonesia and Rest of Asia-Pacific), Africa (Nigeria, Ethiopia, Egypt and Rest of Africa) and South America (Argentina, Brazil and Rest of South America)): Industry Trends and Global Forecasts, 2022-2035

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Abstracts

The at home testing market is estimated to reach USD 14.8 billion in 2022 and is anticipated to grow at a CAGR of 6% during the forecast period 2022-2035.

Since the advent of the initial over-the-counter test kits in the early phases of 1976, there has been a notable upsurge in efforts aimed at developing such products. A significant indicator of market vitality is the annual sale of over 20 million at-home pregnancy test kits in the United States. Companies have diversified their offerings by introducing at-home diagnostic kits for detecting various diseases such as HIV infection,

diabetes, Hepatitis C, colon cancer, and notably, COVID-19. Particularly following the onset of the COVID-19 pandemic, there has been a substantial surge in the demand for self-testing kits. In 2021, the USFDA authorized the approval of more than 100 at-home self-testing kits designed specifically for diagnosing COVID-19.

The popularity of these kits can be attributed to their heightened reliability, efficiency, high yield, and compatibility with a wide spectrum of input samples, spanning blood, cells, tissues, plasma, saliva, and microbes. The increased utilization of at-home testing kits, including at-home blood tests, in diagnosing numerous disease indications has led to significant increases in investments. Various government institutions in the US have collectively infused over USD 2.2 billion into this sector over the past five years.

Furthermore, the current market landscape is predominantly consolidated, mainly driven by kits developed for detecting pregnancies, monitoring glucose levels, and tracking ovulation patterns. The proliferation of point-of-care test kits across diverse therapeutic domains, including infectious diseases and celiac diseases, is expected to create opportunities for developers of self-testing kits in the foreseeable future.

Concurrently, efforts are underway to integrate at-home diagnostic tests with telemedicine, aiming to facilitate rapid turnaround times. The continuous innovation within the at-home testing kits market is poised to bring about a transformative shift in the healthcare landscape. With industry players persistently endeavoring to advance this field, robust growth is anticipated in the at-home testing kits market in the forthcoming forecast period.

Report Coverage

An executive summary of the key insights captured during the research. It offers a high-level view of the current state of at-home self-testing kits market and its likely evolution in the mid to long term.

A brief overview of at-home self-testing kits, highlighting the key steps involved while performing at-home self-tests. Further, it highlights the types of at-home tests available, and the types of assays used.

A detailed overview of the current market landscape of at-home self-testing kit developers, based on several relevant parameters, such as year of establishment, company size, location of headquarters, type of testing procedure, type of test format, purpose of testing, target therapeutic area,

wearability, analyte procurement method, biofluid analyzed, processing time, kit components, regulatory approvals / certifications, kit reusability, availability of data management tools, target analyte detected, and follow-up consultation requirement.

An analysis on academic grants that have been awarded to various research institutes for projects focused on at-home self-testing kits, during the period, pre-2019-2022, based on several relevant parameters, such as year of grant award, amount awarded, support period, grant application, purpose of grant award, grant activity code, NIH spending category, study section involved, popular NIH departments, recipient organization, regional distribution of recipient organization.

An insightful competitiveness analysis of at-home self-testing kit manufacturers based on various relevant parameters, such as overall experience of the company, product portfolio strength and portfolio diversity.

Elaborate profiles of prominent players engaged in this domain. Each profile includes a brief overview of the company, details related to its financial information (if available), information on product portfolio, recent developments, and an informed future outlook.

Bowman's strategy clock framework to understand the pricing strategy of the at-home self-test kits offered by a company, along with its competitive position.

An estimate of company's intrinsic value by utilizing comparable company analysis of publicly listed companies based on their current share price, equity value, enterprise value, EBITDA, net income, and revenue.

An informed estimate of the annual demand for at-home self-testing kits, across various therapeutic areas such as, fertility and reproductive health, metabolic disorders, infectious diseases, and oncological disorders.

An insightful market forecast analysis, highlighting the future potential of at-home self-testing kits market till 2035. We have segmented on the basis of therapeutic area (fertility and reproductive health, metabolic disorders, infectious diseases, and oncological disorders), type of biofluid analyzed (blood, urine, stool, and others), type of test format (cassette, strip, stick, and others), key geographical regions (North America, Europe, Asia-Pacific, Africa, and South

America).

Key Market Companies

ACON Laboratories

AdvaCare Pharma USA

Apex Biotechnology

i-SENS

Oak Tree Health

TaiDoc Technology

VivaCheck Laboratories

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