

Influenza Diagnostic Tests Market Forecasts to 2034 – Global Analysis By Test Type (Molecular Diagnostic Assay, Traditional Diagnostic Test and Other Test Types), End User (Research Laboratories, Hospitals, Diagnostics Centers and Other End Users), and By Geography

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Abstracts

According to Statistics MRC, the Global Influenza Diagnostic Tests Market is accounted for \$1.2 billion in 2026 and is expected to reach \$2.0 billion by 2034 growing at a CAGR of 5.6% during the forecast period. Influenza diagnostic tests are medical procedures designed to identify the presence of influenza viruses in individuals experiencing respiratory symptoms. Emerging technologies, such as loop-mediated isothermal amplification (LAMP) and nucleic acid sequence-based amplification (NASBA), offer faster and simpler alternatives. Rapid and accurate diagnosis is crucial for prompt treatment and effective public health measures that amplify and detect viruses, providing accurate results.

According to estimates by the Centers for Disease Control and Prevention, there were 9 million flu cases, 4 million influenza-related medical appointments, 100,000 flu-related hospitalizations, and 5,000 flu-related fatalities during the 2021–2022 seasons in the U.S. Similar to recent seasons preceding the COVID-19 outbreak, 83% of fatalities were caused by older people.

Market Dynamics:

Driver:

Increased awareness and education

Health literacy programs educate individuals on recognizing influenza symptoms, understanding the potential severity of the disease, and appreciating the role of diagnostic tests in effective treatment and prevention. Public health campaigns, educational initiatives, and communication efforts contribute to raising awareness among healthcare professionals and the general public. Furthermore, healthcare providers are better equipped to recognize and respond to influenza cases, which are boosting this market expansion.

Restraint:

High cost

The high costs associated with influenza diagnostic tests can deter healthcare providers and patients from utilizing them, particularly in resource-limited settings or regions with constrained healthcare budgets. This can result in underdiagnosis, delayed treatment, and compromised disease management. In addition, there may be additional expenses related to test administration, such as professional fees and specimen collection supplies, hampering market growth.

Opportunity:

Advancements in diagnostic technologies

Molecular diagnostic technologies, notably reverse transcription-polymerase chain reaction (RT-PCR), have seen remarkable progress, offering heightened sensitivity and specificity in detecting influenza viruses. These advancements enable rapid and accurate identification of viral strains, aiding healthcare professionals in timely decision-making and patient management. Moreover, immunoassays and nucleic acid amplification techniques continue to evolve, contributing to a diverse array of diagnostic options, thereby driving this market size.

Threat:

Lack of awareness

Healthcare providers may not be familiar with the advantages, limitations, and proper interpretation of the results associated with each test. This can lead to underutilization

or inappropriate utilization of diagnostic tests, potentially resulting in delayed diagnosis and suboptimal patient management. Moreover, many individuals may not be aware of its importance, which contributes to a lower demand for testing services, leading to missed opportunities for early detection and effective disease control and impeding this market.

Covid-19 Impact

The COVID-19 pandemic has had a negative impact on the influenza diagnostic test market in several ways. Healthcare systems worldwide have prioritized COVID-19 diagnostics, leading to a decrease in the overall demand for influenza diagnostic tests. The symptoms of COVID-19 and influenza often overlap, making it challenging to differentiate between the two based solely on clinical presentations. Further, the pandemic has also influenced healthcare spending priorities, potentially affecting investments in diagnostic technologies for influenza and hindering the market's expansion.

The molecular diagnostic assay segment is expected to be the largest during the forecast period

The molecular diagnostic assay segment is estimated to hold the largest share due to a category of tests that utilize molecular biology techniques to detect and identify influenza viruses. These tests are known for their high sensitivity, specificity, and capacity to distinguish between different influenza subtypes. Moreover, they contribute to a more comprehensive understanding of the genetic characteristics of circulating influenza viruses using prominent methods like reverse transcription-polymerase chain reaction (RT-PCR), boosting this segment's growth.

The research laboratories segment is expected to have the highest CAGR during the forecast period

The research laboratories segment is anticipated to have highest CAGR during the forecast period, due to they play a pivotal role in advancing the field of influenza diagnostics by conducting studies that aim to enhance the sensitivity, specificity, and efficiency of existing tests. They engage in the development of novel diagnostic assays, such as advanced molecular techniques, point-of-care testing devices, and serological assays. Furthermore, Research laboratories also play a key role in validating new diagnostic technologies providing essential data to guide healthcare practitioners propelling this segment's expansion.

Region with largest share:

Asia Pacific commanded the largest market share during the extrapolated period owing to a growing adoption of advanced diagnostic technologies, including molecular assays like PCR, as they offer higher sensitivity and specificity. This region is home to some of the major key markets, such as BioConcept, Abbott, Quidel Corporation, and Thermo Fisher Scientific Inc. In addition, the region's high population density and interconnectedness emphasize the need for effective influenza surveillance and control measures that drive the market in this region.

Region with highest CAGR:

North America is expected to witness highest CAGR over the projection period, owing to a well-established healthcare infrastructure and a high level of awareness regarding infectious diseases. There is a widespread adoption of molecular diagnostic assays such as RT-PCR, which offer high sensitivity and accuracy in influenza detection. Moreover, continuous innovation in diagnostic technologies, ensuring that they align with emerging viral strains and global health challenges, thereby boosts this region's growth.

Key players in the market

Some of the key players in the Influenza Diagnostic Tests Market include Becton, Dickinson and Company, Coris BioConcept, Meridian Bioscience Inc., Abbott, Sekisui Diagnostics, F. Hoffmann-La Roche Ltd, Hologic Inc., DiaSorin SpA, Quidel Corporation and Thermo Fischer Scientific Inc.

Key Developments:

In September 2023, Navigate BioPharma Services, Inc., announced a strategic collaboration with BD (Becton, Dickinson and Company), to explore opportunities to develop and commercialize flow cytometry-based companion diagnostics and tools for clinical decisions.

In September 2023, Abbott announced it has completed the acquisition of Bigfoot Biomedical, a leader in developing smart insulin management systems for people with diabetes.

In July 2023, Thermo Fisher Scientific Inc. announced it has entered into a definitive agreement to acquire CorEvitas, LLC (“CorEvitas”), for approved medical treatments and therapies, from Audax Private Equity (“Audax”).

In May 2023, Thermo Fisher, has signed a Memorandum of Understanding ('MOU') with the National Research and Innovation Agency of Indonesia (BRIN, Badan Riset dan Inovasi Nasional) to enable and enhance the country's national research and innovation infrastructure and capability.

Test Types Covered:

Molecular Diagnostic Assay

Traditional Diagnostic Test

Other Test Types

End Users Covered:

Research Laboratories

Hospitals

Diagnostics Centers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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