

# **Influenza Diagnostics Market Forecasts to 2034 – Global Analysis By Product (Instruments, Kits & Reagents and Other Products), Test Type (Traditional Diagnostic Test, Molecular Diagnostic Assay, Serological Testing and Other Test Types), End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Influenza Diagnostics Market is accounted for \$2.94 billion in 2026 and is expected to reach \$5.57 billion by 2034 growing at a CAGR of 8.3% during the forecast period. Influenza diagnostics involve methods to identify and confirm influenza virus infections. Rapid tests, such as antigen detection assays, provide quick results by detecting viral proteins in respiratory samples. Molecular tests, like polymerase chain reaction (PCR), offer high sensitivity and specificity by detecting viral genetic material. These methods aid in early diagnosis, guiding appropriate treatment and public health interventions. Timely and accurate influenza diagnostics enables effective patient management, outbreak control and vaccine development.

According to the World Health Organization report, in 2023, there were around a billion cases of seasonal influenza annually, including 3–5 million cases of severe illness. Moreover, influenza causes 290,000 to 650,000 respiratory deaths annually around the globe.

### **Market Dynamics:**

#### **Driver:**

Rising prevalence of influenza

The increasing incidence of influenza cases worldwide underscores the critical need for efficient and rapid diagnostic tools. The market is witnessing a surge in demand for advanced diagnostic technologies capable of swift and accurate detection of influenza viruses. This heightened demand is steering research and development efforts towards innovative diagnostic solutions, fostering market expansion. As healthcare systems prioritize early detection and effective management of influenza, the influenza diagnostics market is poised to witness sustained growth, driven by the urgent global health imperative to mitigate the impact of influenza outbreaks.

**Restraint:**

Limited sensitivity & specificity

While influenza diagnostics play a crucial role in detecting influenza viruses, their accuracy in differentiating between subtypes and strains remains a concern. Rapid evolution and antigenic variability challenge the design of diagnostics, leading to false negatives or difficulty in distinguishing between influenza subtypes. False positives and negatives can lead to misdiagnoses, impacting patient care and public health efforts. Balancing the trade-off between sensitivity and specificity remains a complex task in influenza diagnostics, which hinder the market growth.

**Opportunity:**

Growing research & development activities

Ongoing advancements in diagnostic technologies, such as molecular and rapid testing methods, are enhancing the accuracy and efficiency of influenza detection. Increasing investments in R&D by key market players and government initiatives are driving innovation, leading to the development of more reliable and rapid diagnostic tools. This surge in R&D activities not only fosters technological breakthroughs but also opens avenues for novel diagnostic solutions, ultimately propelling the growth of the market. Also, the dynamic landscape of research in this field positions it as a crucial driver for market expansion.

**Threat:**

Competition from antiviral medications

As pharmaceutical advancements continue, antiviral drugs gain prominence as a primary intervention for influenza, potentially diminishing the demand for diagnostic tools. The availability of effective antiviral treatments may reduce the urgency for rapid and accurate diagnostic solutions, impacting the market's growth. The healthcare landscape's shift towards treatment-oriented approaches underscores the need for constant innovation in diagnostics to maintain relevance and competitiveness amid the evolving dynamics of influenza management.

### Covid-19 Impact

The covid-19 pandemic has significantly influenced the influenza diagnostics market. Increased awareness of respiratory infections, heightened demand for diagnostic testing due to overlapping symptoms with covid, and a surge in healthcare infrastructure have positively impacted the market. Additionally, the focus on advanced diagnostic technologies and research in virology has driven innovation in influenza diagnostics. However, disruptions in the supply chain and healthcare services during the pandemic have presented challenges. Overall, the market has experienced a dynamic shift with both opportunities and obstacles arising from the epidemic impact.

The serological testing segment is expected to be the largest during the forecast period

The serological testing segment is estimated to have a lucrative growth. Serological testing plays a crucial role in Influenza Diagnostics by detecting antibodies in a patient's blood serum, aiding in the identification and monitoring of influenza infections. This method helps differentiate between current and past infections, allowing for a comprehensive understanding of an individual's immune response. Overall, the versatility of serological testing enhances diagnostic accuracy, informs preventative strategies, and strengthens the overall management of influenza infections.

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

The clinical laboratories segment is anticipated to witness the highest CAGR growth during the forecast period. In clinical laboratories, influenza diagnostics play a pivotal role in patient care and public health. Rapid and accurate identification of influenza viruses aids in timely treatment decisions, reducing the severity and duration of illness. Diagnostic tests, including PCR and rapid antigen assays, enable early detection, helping healthcare professionals implement infection control measures to prevent further transmission. These tests enhance patient outcomes, support public health

initiatives, and inform vaccination strategies, demonstrating their indispensable role in clinical laboratories for effective influenza management and control.

### **Region with largest share:**

Asia Pacific is projected to hold the largest market share during the forecast period owing to the increased awareness, rising healthcare expenditure, and a surge in influenza cases. Advanced diagnostic technologies, such as PCR and rapid influenza detection tests, are gaining prominence in the region. Additionally, government initiatives coupled with the growing demand for point-of-care testing, are driving market expansion. Key players such as Roche Diagnostics, Abbott Laboratories and Thermo Fisher Scientific are focusing on strategic collaborations and product innovations to strengthen their market presence. The Asia Pacific Influenza Diagnostics Market is poised for continued growth, driven by a proactive approach to public health and the continual evolution of diagnostic technologies.

### **Region with highest CAGR:**

North America is projected to have the highest CAGR over the forecast period, owing to the increasing prevalence of influenza and the constant need for accurate and timely diagnostic solutions. The region witnesses a robust demand for rapid and sensitive diagnostic tools, driving technological advancements. **Key players in the market** like Luminex Corporation, DiaSorin and Becton, Dickinson and Company (BD) focus on innovative techniques like PCR and immunoassays for efficient influenza detection. The market is influenced by factors such as government initiatives, rising awareness, and the need for point-of-care testing.

### **Key players in the market**

Some of the key players profiled in the Influenza Diagnostics Market include Altona Diagnostics GmbH, ELITech Group, GenMark Diagnostics, F. Hoffmann-La Roche Ltd, Abbott Laboratories, Becton, Dickinson, and Company, Coris BioConcept, DiaSorin SpA, Meridian Bioscience Inc., Quidel Corporation, Sekisui Diagnostics, Thermo Fischer Scientific Inc., Hologic Inc., Mast Group, Siemens Healthineers AG, BioMerieux SA and Luminex Corporation.

### **Key Developments:**

In September 2022, Siemens Healthineers released its new CE-marked FTD SARS-

CoV-2/FluA/FluB/HRSV Assay, a PCR test, and the CLINITEST Rapid COVID-19 + Influenza Antigen Test. Validated on the company's VERSANT kPCR Molecular System, the kit combines Siemens Healthineers FTD SARS-CoV-23 and FTD Flu/HRSV Assays.

In February 2022, Roche announced the expansion of the COVID-19 PCR portfolio to the cobas® 5800 System, a recently launched molecular laboratory instrument, in countries accepting the CE mark. These include cobas SARS-CoV-2 Qualitative and cobas SARS-CoV-2 & Influenza A/B tests. These launches expand the Roche Diagnostics molecular portfolio offering by providing standardized performance and efficiencies across low, medium and high volume molecular laboratory testing needs.

#### Products Covered:

Instruments

Kits & Reagents

Other Products

#### Test Types Covered:

Traditional Diagnostic Test

Molecular Diagnostic Assay

Serological Testing

Other Test Types

#### End Users Covered:

Point-of-Care Testing

Hospitals

Clinical Laboratories

Academic/Research Institutes

Homecare Settings

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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