

Point-of-Care Diagnostics & Rapid Test Kits Market Forecasts to 2034 - Global Analysis By Product Type (Lateral Flow Assays, Molecular Diagnostics, Immunoassays and Biosensors & Microfluidics-Based Kits), Sample Type, Distribution Channel, Application, End User and By Geography

<https://marketpublishers.com/r/PE304190279AEN.html>

Date: September 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: PE304190279AEN

Abstracts

According to Statistics MRC, the Global Point-of-Care Diagnostics & Rapid Test Kits Market is accounted for \$20.6 billion in 2026 and is expected to reach \$40.4 billion by 2034 growing at a CAGR of 8.8% during the forecast period. Point-of-Care Diagnostics & Rapid Test Kits deliver quick testing directly at or near the patient, helping minimize reliance on centralized laboratory facilities. They support detection and monitoring of infectious diseases, chronic illnesses, pregnancy, cardiac conditions, and other medical indicators. Their portable design and ease of use make them suitable for hospitals, clinics, pharmacies, emergency care, and decentralized locations. Growing emphasis on rapid diagnosis, home-based testing, accessible healthcare, and early detection is driving advances in portable analyzers, rapid assays, molecular diagnostics, and connected testing technologies.

According to WHO, diagnostics influence approximately 70% of healthcare decisions, while diagnostic services receive only 3–5% of healthcare budgets, highlighting the importance of expanding accessible diagnostic technologies such as point-of-care testing.

Market Dynamics:

Driver:

Rising demand for rapid and decentralized diagnosis

The growing need for fast and decentralized diagnosis is supporting the adoption of Point-of-Care Diagnostics & Rapid Test Kits. Healthcare providers increasingly prefer testing solutions that deliver results close to patients, helping accelerate treatment decisions and reduce laboratory-related delays. Portable diagnostic technologies are becoming important across emergency care, primary healthcare, pharmacies, rural facilities, and home settings. Greater focus on early diagnosis is further stimulating demand for rapid molecular assays, immunoassays, lateral-flow technologies, and compact analyzers that enable convenient and timely medical testing.

Restraint:

High cost of advanced diagnostic technologies

The substantial expense associated with sophisticated Point-of-Care Diagnostics & Rapid Test Kits can limit their adoption, especially among smaller healthcare providers and facilities operating with restricted resources. Molecular analyzers, digital diagnostic systems, and connected testing equipment may require considerable spending on devices, consumables, maintenance, calibration, and personnel training. Budget limitations can therefore prevent widespread deployment. Furthermore, continuing expenditure on testing cartridges, reagents, and other specialized supplies can raise operational costs, making point-of-care diagnostic technologies less affordable for healthcare organizations.

Opportunity:

Expansion of home-based and decentralized testing

The increasing adoption of home healthcare and decentralized diagnosis is opening new opportunities for Point-of-Care Diagnostics & Rapid Test Kits. Consumers are looking for convenient testing solutions that minimize dependence on hospitals and centralized laboratories. Portable analyzers and self-testing products can enable monitoring of glucose, infectious conditions, pregnancy, cardiovascular markers, and other health parameters at home. Companies can benefit by introducing affordable, user-friendly, connected devices. Smartphone integration and telehealth compatibility can also facilitate remote result transmission, continuous monitoring, and broader diagnostic access.

Threat:

Intense competition and rapid technological changes

Strong competition and fast-paced technological development pose significant threats to the Point-of-Care Diagnostics & Rapid Test Kits Market. Companies are under constant pressure to introduce more accurate, faster, portable, affordable, and user-friendly diagnostic solutions. Frequent advances in molecular testing, rapid assays, analyzers, and connected technologies can shorten product lifecycles and raise research and development requirements. Smaller manufacturers may find it difficult to compete with established companies, while healthcare organizations may postpone investments when they anticipate the introduction of newer and more advanced diagnostic technologies.

Covid-19 Impact:

COVID-19 created substantial demand for Point-of-Care Diagnostics & Rapid Test Kits because healthcare providers needed fast testing solutions outside centralized laboratories. Large-scale screening, urgent diagnosis, and requirements for immediate results supported greater use of antigen and molecular tests. Healthcare facilities, pharmacies, clinics, and community locations strengthened their point-of-care testing infrastructure to manage diagnostic workloads. The pandemic further motivated manufacturers to expand production, enhance portability, and accelerate test development, while increasing awareness of rapid diagnostics and supporting wider acceptance of decentralized testing worldwide.

The lateral flow assays segment is expected to be the largest during the forecast period

The lateral flow assays segment is expected to account for the largest market share during the forecast period because they offer convenient, portable, and rapid testing. They are commonly applied to infectious disease detection, pregnancy screening, cardiac testing, and various other diagnostic needs. Their small, easy-to-use format allows deployment across hospitals, clinics, pharmacies, community facilities, and household environments. Limited equipment requirements and simple procedures make these assays well suited to decentralized healthcare settings requiring accessible and rapid diagnostic solutions.

The home care settings segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the home care settings segment is predicted to witness the highest growth rate because healthcare delivery is moving toward accessible and decentralized testing. Home-based diagnostics allow patients to conduct routine tests without frequent visits to hospitals or laboratories. Rising adoption of self-testing, telehealth, remote monitoring, and home healthcare is increasing the need for portable diagnostic products. Simple testing kits facilitate prompt health evaluations while helping manage chronic conditions, encourage preventive healthcare, and support early disease identification in residential environments.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its developed healthcare infrastructure and strong adoption of decentralized diagnostics. Rapid testing is increasingly utilized across hospitals, medical clinics, pharmacies, and residential care environments. The presence of established diagnostic companies, continuous technological advancement, and supportive healthcare systems contributes to regional market expansion. Growing attention to early diagnosis, preventive medical care, and remote patient monitoring is also increasing demand for portable and rapid diagnostic technologies across North America.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR because healthcare systems are expanding and demand for convenient diagnostics is increasing. Rising healthcare expenditure, greater awareness of early diagnosis, and wider use of decentralized testing are creating favorable market conditions. Rapid diagnostic technologies are gaining adoption among hospitals, clinics, pharmacies, and home-care settings to improve access to testing. Advancements in diagnostic technology, broader healthcare availability, and increasing chronic and infectious disease prevalence further encourage regional growth.

Key players in the market

Some of the key players in Point-of-Care Diagnostics & Rapid Test Kits Market include Abbott Laboratories, Becton, Dickinson and Company, bioMerieux SA, Danaher Corporation, F. Hoffmann-La Roche AG (Roche), Siemens Healthineers AG, QuidelOrtho Corporation, Sysmex Corporation, Thermo Fisher Scientific Inc., OraSure Technologies, Inc., Chembio Diagnostics, Inc., Trinity Biotech plc, Nova Biomedical

Corporation, Sekisui Diagnostics, Meridian Bioscience, Inc., EKF Diagnostics Holdings, Boditech Med Inc. and Johnson & Johnson Services, Inc.

Key Developments:

In January 2026, BD (Becton, Dickinson and Company) and Ypsomed are strengthening their collaboration with the development of a 5.5 mL version of the BD Neopak™ XtraFlow™ Glass Prefillable Syringe. This innovation is designed to be fully compatible with Ypsomed's YpsoMate® 5.5 autoinjector platform, expanding options for pharmaceutical companies and patients who require large-volume subcutaneous self-injections

In November 2025, Abbott and Exact Sciences announced a definitive agreement for Abbott to acquire Exact Sciences, which will enable it to enter and lead in fast-growing cancer diagnostics segments, serving millions more people. Under the terms of the agreement, Exact Sciences shareholders will receive \$105 per common share, representing a total equity value of approximately \$21 billion.

Product Types Covered:

Lateral Flow Assays

Molecular Diagnostics

Immunoassays

Biosensors & Microfluidics-Based Kits

Sample Types Covered:

Blood

Urine

Saliva

Nasal & Throat Swabs

Other Bodily Fluids

Distribution Channels Covered:

Direct Sales

Retail Pharmacies

Online Platforms

Applications Covered:

Infectious Disease Testing

Chronic Disease Monitoring

Oncology

Pregnancy & Fertility Testing

Drug Abuse Testing

Veterinary & Environmental Testing

End Users Covered:

Hospitals & Clinics

Diagnostic Laboratories

Home Care Settings

Research & Academic Institutes

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY PRODUCT TYPE

- 5.1 Lateral Flow Assays
- 5.2 Molecular Diagnostics
- 5.3 Immunoassays
- 5.4 Biosensors & Microfluidics-Based Kits

6 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY SAMPLE TYPE

- 6.1 Blood
- 6.2 Urine
- 6.3 Saliva
- 6.4 Nasal & Throat Swabs
- 6.5 Other Bodily Fluids

7 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Direct Sales
- 7.2 Retail Pharmacies
- 7.3 Online Platforms

8 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY APPLICATION

- 8.1 Infectious Disease Testing
- 8.2 Chronic Disease Monitoring
- 8.3 Oncology
- 8.4 Pregnancy & Fertility Testing
- 8.5 Drug Abuse Testing
- 8.6 Veterinary & Environmental Testing

9 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY

END USER

- 9.1 Hospitals & Clinics
- 9.2 Diagnostic Laboratories
- 9.3 Home Care Settings
- 9.4 Research & Academic Institutes

10 GLOBAL POINT-OF-CARE DIAGNOSTICS & RAPID TEST KITS MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico
- 10.2 Europe
 - 10.2.1 United Kingdom
 - 10.2.2 Germany
 - 10.2.3 France
 - 10.2.4 Italy
 - 10.2.5 Spain
 - 10.2.6 Netherlands
 - 10.2.7 Belgium
 - 10.2.8 Sweden
 - 10.2.9 Switzerland
 - 10.2.10 Poland
 - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
 - 10.3.1 China
 - 10.3.2 Japan
 - 10.3.3 India
 - 10.3.4 South Korea
 - 10.3.5 Australia
 - 10.3.6 Indonesia
 - 10.3.7 Thailand
 - 10.3.8 Malaysia
 - 10.3.9 Singapore
 - 10.3.10 Vietnam
 - 10.3.11 Rest of Asia Pacific
- 10.4 South America

- 10.4.1 Brazil
- 10.4.2 Argentina
- 10.4.3 Colombia
- 10.4.4 Chile
- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Abbott Laboratories
- 13.2 Becton, Dickinson and Company
- 13.3 bioMerieux SA

- 13.4 Danaher Corporation
- 13.5 F. Hoffmann-La Roche AG (Roche)
- 13.6 Siemens Healthineers AG
- 13.7 QuidelOrtho Corporation
- 13.8 Sysmex Corporation
- 13.9 Thermo Fisher Scientific Inc.
- 13.10 OraSure Technologies, Inc.
- 13.11 Chembio Diagnostics, Inc.
- 13.12 Trinity Biotech plc
- 13.13 Nova Biomedical Corporation
- 13.14 Sekisui Diagnostics
- 13.15 Meridian Bioscience, Inc.
- 13.16 EKF Diagnostics Holdings
- 13.17 Boditech Med Inc.
- 13.18 Johnson & Johnson Services, Inc.

List of Tables

- Table 1 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Product Type (2023-2034) (\$MN)
- Table 3 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Lateral Flow Assays (2023-2034) (\$MN)
- Table 4 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Molecular Diagnostics (2023-2034) (\$MN)
- Table 5 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Immunoassays (2023-2034) (\$MN)
- Table 6 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Biosensors & Microfluidics-Based Kits (2023-2034) (\$MN)
- Table 7 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Sample Type (2023-2034) (\$MN)
- Table 8 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Blood (2023-2034) (\$MN)
- Table 9 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Urine (2023-2034) (\$MN)
- Table 10 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Saliva (2023-2034) (\$MN)
- Table 11 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Nasal & Throat Swabs (2023-2034) (\$MN)
- Table 12 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Other

Bodily Fluids (2023-2034) (\$MN)

Table 13 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 14 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Direct Sales (2023-2034) (\$MN)

Table 15 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Retail Pharmacies (2023-2034) (\$MN)

Table 16 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Online Platforms (2023-2034) (\$MN)

Table 17 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Application (2023-2034) (\$MN)

Table 18 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Infectious Disease Testing (2023-2034) (\$MN)

Table 19 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Chronic Disease Monitoring (2023-2034) (\$MN)

Table 20 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Oncology (2023-2034) (\$MN)

Table 21 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Pregnancy & Fertility Testing (2023-2034) (\$MN)

Table 22 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Drug Abuse Testing (2023-2034) (\$MN)

Table 23 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Veterinary & Environmental Testing (2023-2034) (\$MN)

Table 24 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By End User (2023-2034) (\$MN)

Table 25 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Hospitals & Clinics (2023-2034) (\$MN)

Table 26 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Diagnostic Laboratories (2023-2034) (\$MN)

Table 27 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Home Care Settings (2023-2034) (\$MN)

Table 28 Global Point-of-Care Diagnostics & Rapid Test Kits Market Outlook, By Research & Academic Institutes (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Point-of-Care Diagnostics & Rapid Test Kits Market Forecasts to 2034 - Global Analysis
By Product Type (Lateral Flow Assays, Molecular Diagnostics, Immunoassays and
Biosensors & Microfluidics-Based Kits), Sample Type, Distribution Channel, Application,
End User and By Geography

Product link: <https://marketpublishers.com/r/PE304190279AEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer
Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click
button on product page <https://marketpublishers.com/r/PE304190279AEN.html>