

Coronavirus Testing Kits Market - Global Industry Size, Share, Trends, Competition, Opportunity, and Forecast, Segmented By Type of Test (Molecular v/s Serological), By Use (Multiple Test vs Single Test), By Full Test Time (5 Hours- 12 Hours, 1 Hour- 5 Hours, 15-60 minutes, Less than 15 minutes, 12 Hours - 24 Hours, More than 1 day), By Technology (RT-PCR, Rapid Diagnostic Test, ELISA Test, Others), By Specimen (Nasopharyngeal Specimen, Oropharyngeal Specimen, Blood, Sputum, Others), By Mobility (Stationary and Mobile), By End Use (Public Health Labs, Hospitals, Private or Commercial Labs, Physician Labs, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global market for coronavirus testing kits is anticipated to expand from USD 17.25 billion in 2025 to USD 53.82 billion by 2031, reflecting a compound annual growth rate of 20.88%. These kits are in vitro diagnostic tools created to identify the SARS-CoV-2 virus using methods such as molecular testing for viral genetics or antigen evaluations for specific viral proteins. The growth of this global market is mainly fueled by the ongoing need for infectious disease monitoring, continuous international health readiness programs, and forward-thinking government actions aimed at early identification and containment. Additionally, the constant mutation of SARS-CoV-2

strains requires the continuous creation and rollout of modernized diagnostic instruments.

Data from the World Health Organization indicates that between March 9 and March 15, 2026, 64,397 tests for SARS-CoV-2 were conducted in 80 nations, yielding a 3.3% positivity rate. A major obstacle potentially slowing market growth is the waning need for widespread testing as the initial pandemic emergency phases out. This decline results in heightened pricing constraints and shifting regulatory frameworks, ultimately impacting the profit margins of manufacturers and their ability to fund diagnostic infrastructure.

Market Driver

The continuous spread of the virus and the rise of novel variants act as major catalysts for the worldwide coronavirus testing kits industry. As SARS-CoV-2 persistently mutates, there is an uninterrupted need for monitoring and the creation of modernized diagnostic instruments to correctly identify and distinguish active strains. Demonstrating this adaptability is the heavily altered BA.3.2 variant, which features roughly 70 to 75 spike protein mutations and deletions compared to earlier versions. As highlighted in a March 2026 report by the Centers for Disease Control and Prevention regarding global early detection from November 2024 to February 2026, weekly findings of BA.3.2 rose to represent roughly 30% of sequences in the Netherlands, Germany, and Denmark between November 2025 and January 2026. This underscores the enduring requirement for testing to spot fresh variants and guide public health strategies, ensuring steady demand for sophisticated diagnostic tools.

The growing preference for point-of-care and at-home testing products also profoundly impacts the coronavirus testing kit sector. Providing swift outcomes, ease of use, and broad accessibility, these options allow people to test themselves away from conventional medical facilities, thereby accelerating choices regarding isolation and medical care. Such an evolution gives the public more authority over their personal health tracking. Illustrating this movement, Abbott reported in January 2026 that its fourth-quarter point-of-care diagnostic revenues increased by 7% for the 2025 fiscal year. This expansion highlights a clear consumer leaning toward decentralized diagnostics. Ultimately, the market for these kits remains adaptive to shifting consumer needs, with Abbott noting fourth-quarter COVID-19 testing revenues of USD 89 million in 2025.

Market Challenge

A major hurdle impeding the expansion of the global coronavirus testing kits industry is the declining need for widespread population testing. With the immediate emergency phase of the global pandemic fading, the requirement for massive screening programs has dropped, which has consequently triggered severe pricing competition throughout the market. This drop in consumer demand and the resulting price erosion take a direct toll on the profit margins of producers, limiting their capacity and motivation to fund research and development for newer diagnostic instruments or to broaden their manufacturing infrastructure.

Data published by MedTech Europe reveals that the overall in vitro diagnostics sector across the EU27, EFTA, and the United Kingdom saw a massive 20.2% revenue drop in 2023 when compared to 2022, a downturn overwhelmingly caused by falling COVID-19 testing volumes. Such a pattern highlights how the fading urgency for mass screening damages the financial stability and extended investment plans of businesses functioning within the coronavirus diagnostic kit sector.

Market Trends

The worldwide market for coronavirus testing kits is undergoing a notable transition toward multiplexed respiratory panels. This movement features diagnostic evaluations that can concurrently identify several respiratory pathogens, including SARS-CoV-2, influenza, and respiratory syncytial virus, using merely one specimen. Such progress helps overcome the medical difficulty of distinguishing illnesses that share common symptoms, allowing for highly accurate diagnoses and tailored therapy plans. By incorporating these extensive panels, laboratories can boost their productivity, simplify testing workflows, and eliminate the requirement for numerous standalone assays. Illustrating this, Cepheid's parent corporation, Danaher, announced a roughly 25% year-over-year increase in new product earnings during its fourth-quarter 2025 financial report, fueled in part by its deliberate growth in multiplex diagnostic offerings.

An additional prominent trend shaping the industry is the development of sample collection techniques that are less invasive. While nasopharyngeal swabs were previously the norm, the physical discomfort they cause has driven a preference for alternative options. Emerging approaches, such as saliva-based evaluations, provide enhanced comfort for patients, are simpler to administer, and allow for easy self-collection away from standard clinical environments. This expands the availability of testing and can potentially improve compliance as the focus pivots to convenient diagnostic tools during endemic stages. Highlighting the increasing approval and

accessibility of these gentler methods, The Scientist noted in August 2025 that the US Food and Drug Administration issued an Emergency Use Authorization for a fifth saliva-based COVID-19 diagnostic test.

Key Market Players

Abbott Laboratories

Roche Diagnostics

Thermo Fisher Scientific Inc.

Quidel Corporation

Bio-Rad Laboratories, Inc.

Siemens Healthineers AG

Becton, Dickinson and Company

F. Hoffmann-La Roche AG

Danaher company

Hologic, Inc.

Report Scope

In this report, the Global Coronavirus Testing Kits Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Coronavirus Testing Kits Market, By Type of Test

Molecular

Serological

Coronavirus Testing Kits Market, By Use

Multiple Test

Single Test

Coronavirus Testing Kits Market, By Full Test Time

5 Hours- 12 Hours

1 Hour- 5 Hours

15-60 minutes

Less than 15 minutes

12 Hours - 24 Hours

More than 1 day

Coronavirus Testing Kits Market, By Technology

RT-PCR

Rapid Diagnostic Test

ELISA Test

Others

Coronavirus Testing Kits Market, By Specimen

Nasopharyngeal Specimen

Oropharyngeal Specimen

Blood

Sputum

Others

Coronavirus Testing Kits Market, By Mobility

Stationary

Mobile

Coronavirus Testing Kits Market, By End Use

Public Health Labs

Hospitals

Private or Commercial Labs

Physician Labs

Others

Coronavirus Testing Kits Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Coronavirus Testing Kits Market.

Available Customizations:

Coronavirus Testing Kits Market - Global Industry Size, Share, Trends, Competition, Opportunity, and Forecast,...

Global Coronavirus Testing Kits Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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