

# **Self-Testing Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Product (Kits, Devices, Strips), By Sample (Blood, Urine, Stool, Others), By Application (Blood Pressure Test, Diabetes and Glucose Tests, Cholesterol and Triglycerides Tests, Pregnancy Test, STD /STI Test, Urinary Tract Infection Test, Cancer Test, Celiac disease Test, Thyroid Test, Transaminase Test, Anemia Test, Allergy Test, Others), By Distribution Channel (Online, Offline), By Usage (Disposable, Reusable), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Self-Testing Market was valued at USD 11.25 billion in 2024 and is projected to reach USD 18.25 billion by 2030, growing at a CAGR of 8.35%. The market is witnessing significant expansion fueled by increasing consumer preference for convenient, accessible healthcare solutions. Self-testing tools—including pregnancy kits, blood glucose monitors, cholesterol test kits, and allergy tests—are enabling individuals to track key health indicators at home, reducing the reliance on clinic-based diagnostics. This trend aligns with the rising emphasis on preventive care, especially as chronic conditions become more prevalent globally. Advancements in diagnostic technologies and the proliferation of digital health platforms have further catalyzed the adoption of these tools, making self-testing more accurate, affordable, and user-friendly. Increased health awareness, aging populations, and supportive regulatory environments are

accelerating the shift toward consumer-centric healthcare, positioning self-testing as a vital component of modern health management across both developed and emerging economies.

## **Key Market Drivers**

### **Aging Population and Rise in Chronic Conditions**

The expanding elderly population and growing incidence of chronic illnesses are major factors driving the global self-testing market. The United Nations projects the number of people aged 65 and older will reach 1.6 billion by 2050, doubling from 761 million in 2021. This demographic shift brings greater healthcare needs, especially for ongoing monitoring of conditions such as diabetes, cardiovascular diseases, and hypertension. Self-testing solutions enable elderly individuals to manage these health conditions independently and effectively, reducing their dependency on clinical settings. Chronic disease trends are also evident in younger populations, influenced by sedentary lifestyles, poor diets, and increasing stress levels. This has led to a broader demand for at-home diagnostic tools to monitor parameters like blood pressure, cholesterol, and glucose levels. Additionally, over 73% of noncommunicable disease-related deaths occur in low- and middle-income countries, highlighting a global public health need for accessible and scalable diagnostic tools. The shift toward proactive, at-home monitoring is reinforcing long-term demand for reliable self-testing products.

## **Key Market Challenges**

### **Risk of Complications and Procedural Limitations**

Despite the rising adoption of self-testing kits, procedural limitations and risks of misinterpretation remain key challenges. Users without proper medical guidance may misread results or delay seeking professional care, potentially exacerbating health conditions. Furthermore, the accuracy of some self-tests can vary depending on user compliance with instructions and the type of test administered. Regulatory oversight remains critical to ensure product reliability, but inconsistent regulatory standards across regions can lead to quality disparities in available self-testing options. These limitations can hinder trust in self-testing devices, particularly in lower-income regions or among less technologically adept populations. Addressing these concerns will be vital for continued market expansion and for ensuring that self-testing remains a safe and effective tool within broader healthcare systems.

## Key Market Trends

### Integration of Advanced Technologies and Innovations

Technological advancements are rapidly reshaping the self-testing landscape, with innovation focused on improving accuracy, usability, and connectivity. Self-testing devices are increasingly incorporating digital readouts, smartphone integration, and cloud-based data storage, enabling users to track and share health metrics seamlessly. Artificial intelligence and machine learning are being explored to enhance test interpretation, particularly in complex areas like allergy testing or cancer screening. Additionally, portable biosensors, wearable health monitors, and app-based testing platforms are gaining traction, particularly among younger, tech-savvy users. These innovations are enhancing consumer confidence and encouraging routine health monitoring. As digital health ecosystems expand globally, the integration of smart self-testing tools into personal health records and telemedicine platforms is becoming a defining trend in the market.

## Key Market Players

Geratherm Medical AG

Cardinal Health

OraSure Technologies, Inc

bioLytical Laboratories Inc

PRIMA Lab SA

Becton, Dickinson and Company

F. Hoffmann-La Roche Ltd

Bionime Corporation

Abbott

Everlywell

## **Report Scope:**

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

### **Self-Testing Market, By Product:**

Kits

Devices

Strips

### **Self-Testing Market, By Sample:**

Blood

Urine

Stool

Others

### **Self-Testing Market, By Application:**

Blood Pressure Test

Diabetes and Glucose Tests

Cholesterol and Triglycerides Tests

Pregnancy Test

STD / STI Test

Urinary Tract Infection Test

Cancer Test

Celiac Disease Test

Thyroid Test

Transaminase Test

Anemia Test

Allergy Test

Others

Self-Testing Market, By Distribution Channel:

Online

Offline

Self-Testing Market, By Usage:

Disposable

Reusable

Self-Testing 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 Self-Testing Market.

## **Available Customizations:**

Global Self-Testing 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. SELF-TESTING MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product (Kits, Devices, Strips)
  - 5.2.2. By Sample (Blood, Urine, Stool, Others)
  - 5.2.3. By Application (Blood Pressure Test, Diabetes and Glucose Tests, Cholesterol and Triglycerides Tests, Pregnancy Test, STD /STI Test, Urinary Tract Infection Test,



Cancer Test, Celiac disease Test, Thyroid Test, Transaminase Test, Anemia Test, Allergy Test, Others)

5.2.4. By Distribution Channel (Online, Offline)

5.2.5. By Usage (Disposable, Reusable)

5.2.6. By Region

5.2.7. By Company (2024)

5.3. Market Map

## **6. NORTH AMERICA SELF-TESTING MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product

6.2.2. By Sample

6.2.3. By Application

6.2.4. By Distribution Channel

6.2.5. By Usage

6.2.6. By Country

6.3. North America: Country Analysis

6.3.1. United States Self-Testing Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product

6.3.1.2.2. By Sample

6.3.1.2.3. By Application

6.3.1.2.4. By Distribution Channel

6.3.1.2.5. By Usage

6.3.2. Canada Self-Testing Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product

6.3.2.2.2. By Sample

6.3.2.2.3. By Application

6.3.2.2.4. By Distribution Channel

6.3.2.2.5. By Usage

6.3.3. Mexico Self-Testing Market Outlook

#### 6.3.3.1. Market Size & Forecast

##### 6.3.3.1.1. By Value

#### 6.3.3.2. Market Share & Forecast

##### 6.3.3.2.1. By Product

##### 6.3.3.2.2. By Sample

##### 6.3.3.2.3. By Application

##### 6.3.3.2.4. By Distribution Channel

##### 6.3.3.2.5. By Usage

## 7. EUROPE SELF-TESTING MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product

#### 7.2.2. By Sample

#### 7.2.3. By Application

#### 7.2.4. By Distribution Channel

#### 7.2.5. By Usage

#### 7.2.6. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Self-Testing Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Product

###### 7.3.1.2.2. By Sample

###### 7.3.1.2.3. By Application

###### 7.3.1.2.4. By Distribution Channel

###### 7.3.1.2.5. By Usage

#### 7.3.2. United Kingdom Self-Testing Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Product

###### 7.3.2.2.2. By Sample

###### 7.3.2.2.3. By Application

###### 7.3.2.2.4. By Distribution Channel

###### 7.3.2.2.5. By Usage

### 7.3.3. Italy Self-Testing Market Outlook

#### 7.3.3.1. Market Size & Forecast

##### 7.3.3.1.1. By Value

#### 7.3.3.2. Market Share & Forecast

##### 7.3.3.2.1. By Product

##### 7.3.3.2.2. By Sample

##### 7.3.3.2.3. By Application

##### 7.3.3.2.4. By Distribution Channel

##### 7.3.3.2.5. By Usage

### 7.3.4. France Self-Testing Market Outlook

#### 7.3.4.1. Market Size & Forecast

##### 7.3.4.1.1. By Value

#### 7.3.4.2. Market Share & Forecast

##### 7.3.4.2.1. By Product

##### 7.3.4.2.2. By Sample

##### 7.3.4.2.3. By Application

##### 7.3.4.2.4. By Distribution Channel

##### 7.3.4.2.5. By Usage

### 7.3.5. Spain Self-Testing Market Outlook

#### 7.3.5.1. Market Size & Forecast

##### 7.3.5.1.1. By Value

#### 7.3.5.2. Market Share & Forecast

##### 7.3.5.2.1. By Product

##### 7.3.5.2.2. By Sample

##### 7.3.5.2.3. By Application

##### 7.3.5.2.4. By Distribution Channel

##### 7.3.5.2.5. By Usage

## 8. ASIA-PACIFIC SELF-TESTING MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product

#### 8.2.2. By Sample

#### 8.2.3. By Application

#### 8.2.4. By Distribution Channel

#### 8.2.5. By Usage

#### 8.2.6. By Country

### 8.3. Asia-Pacific: Country Analysis

#### 8.3.1. China Self-Testing Market Outlook

##### 8.3.1.1. Market Size & Forecast

###### 8.3.1.1.1. By Value

##### 8.3.1.2. Market Share & Forecast

###### 8.3.1.2.1. By Product

###### 8.3.1.2.2. By Sample

###### 8.3.1.2.3. By Application

###### 8.3.1.2.4. By Distribution Channel

###### 8.3.1.2.5. By Usage

#### 8.3.2. India Self-Testing Market Outlook

##### 8.3.2.1. Market Size & Forecast

###### 8.3.2.1.1. By Value

##### 8.3.2.2. Market Share & Forecast

###### 8.3.2.2.1. By Product

###### 8.3.2.2.2. By Sample

###### 8.3.2.2.3. By Application

###### 8.3.2.2.4. By Distribution Channel

###### 8.3.2.2.5. By Usage

#### 8.3.3. Japan Self-Testing Market Outlook

##### 8.3.3.1. Market Size & Forecast

###### 8.3.3.1.1. By Value

##### 8.3.3.2. Market Share & Forecast

###### 8.3.3.2.1. By Product

###### 8.3.3.2.2. By Sample

###### 8.3.3.2.3. By Application

###### 8.3.3.2.4. By Distribution Channel

###### 8.3.3.2.5. By Usage

#### 8.3.4. South Korea Self-Testing Market Outlook

##### 8.3.4.1. Market Size & Forecast

###### 8.3.4.1.1. By Value

##### 8.3.4.2. Market Share & Forecast

###### 8.3.4.2.1. By Product

###### 8.3.4.2.2. By Sample

###### 8.3.4.2.3. By Application

###### 8.3.4.2.4. By Distribution Channel

###### 8.3.4.2.5. By Usage

#### 8.3.5. Australia Self-Testing Market Outlook

##### 8.3.5.1. Market Size & Forecast

- 8.3.5.1.1. By Value
- 8.3.5.2. Market Share & Forecast
  - 8.3.5.2.1. By Product
  - 8.3.5.2.2. By Sample
  - 8.3.5.2.3. By Application
  - 8.3.5.2.4. By Distribution Channel
  - 8.3.5.2.5. By Usage

## **9. SOUTH AMERICA SELF-TESTING MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product
  - 9.2.2. By Sample
  - 9.2.3. By Application
  - 9.2.4. By Distribution Channel
  - 9.2.5. By Usage
  - 9.2.6. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Self-Testing Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product
      - 9.3.1.2.2. By Sample
      - 9.3.1.2.3. By Application
      - 9.3.1.2.4. By Distribution Channel
      - 9.3.1.2.5. By Usage
  - 9.3.2. Argentina Self-Testing Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Product
      - 9.3.2.2.2. By Sample
      - 9.3.2.2.3. By Application
      - 9.3.2.2.4. By Distribution Channel
      - 9.3.2.2.5. By Usage
  - 9.3.3. Colombia Self-Testing Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Product

##### 9.3.3.2.2. By Sample

##### 9.3.3.2.3. By Application

##### 9.3.3.2.4. By Distribution Channel

##### 9.3.3.2.5. By Usage

## 10. MIDDLE EAST AND AFRICA SELF-TESTING MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product

#### 10.2.2. By Sample

#### 10.2.3. By Application

#### 10.2.4. By Distribution Channel

#### 10.2.5. By Usage

#### 10.2.6. By Country

### 10.3. MEA: Country Analysis

#### 10.3.1. South Africa Self-Testing Market Outlook

##### 10.3.1.1. Market Size & Forecast

###### 10.3.1.1.1. By Value

##### 10.3.1.2. Market Share & Forecast

###### 10.3.1.2.1. By Product

###### 10.3.1.2.2. By Sample

###### 10.3.1.2.3. By Application

###### 10.3.1.2.4. By Distribution Channel

###### 10.3.1.2.5. By Usage

#### 10.3.2. Saudi Arabia Self-Testing Market Outlook

##### 10.3.2.1. Market Size & Forecast

###### 10.3.2.1.1. By Value

##### 10.3.2.2. Market Share & Forecast

###### 10.3.2.2.1. By Product

###### 10.3.2.2.2. By Sample

###### 10.3.2.2.3. By Application

###### 10.3.2.2.4. By Distribution Channel

###### 10.3.2.2.5. By Usage

### 10.3.3. UAE Self-Testing Market Outlook

#### 10.3.3.1. Market Size & Forecast

##### 10.3.3.1.1. By Value

#### 10.3.3.2. Market Share & Forecast

##### 10.3.3.2.1. By Product

##### 10.3.3.2.2. By Sample

##### 10.3.3.2.3. By Application

##### 10.3.3.2.4. By Distribution Channel

##### 10.3.3.2.5. By Usage

## 11. MARKET DYNAMICS

### 11.1. Drivers

### 11.2. Challenges

## 12. MARKET TRENDS & DEVELOPMENTS

### 12.1. Recent Developments

### 12.2. Product Launches

### 12.3. Mergers & Acquisitions

## 13. GLOBAL SELF-TESTING MARKET: SWOT ANALYSIS

## 14. COMPETITIVE LANDSCAPE

### 14.1. Geratherm Medical AG

#### 14.1.1. Business Overview

#### 14.1.2. Product & Service Offerings

#### 14.1.3. Recent Developments

#### 14.1.4. Financials (If Listed)

#### 14.1.5. Key Personnel

#### 14.1.6. SWOT Analysis

### 14.2. Cardinal Health

### 14.3. OraSure Technologies, Inc

### 14.4. bioLytical Laboratories Inc

### 14.5. PRIMA Lab SA

### 14.6. Becton, Dickinson and Company

### 14.7. F. Hoffmann-La Roche Ltd

### 14.8. Bionime Corporation

14.9. Abbott

14.10. Everlywell.

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**



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