

# **United States HSV Testing Market By Sample Type (Blood, Swabs, Cerebrospinal Fluid, Others), By Test Type (Serological Tests, Direct Detection Tests, Point-of-Care Tests, Others), By Region and Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

United States HSV Testing Market was valued at USD 203.45 Million in 2024 and is expected to reach USD 259.83 Million by 2030 with a CAGR of 4.36%. HSV, which includes both HSV-1 and HSV-2, is one of the most prevalent viral infections in the country. While HSV-1 is traditionally associated with oral herpes and HSV-2 with genital herpes, changing patterns of transmission have blurred these distinctions, reinforcing the need for accurate and early detection.

One of the key drivers of the HSV testing market is the rising emphasis on early diagnosis and disease management. Although HSV is not curable, timely testing allows for more effective treatment, reduced transmission risk, and improved quality of life for patients. However, challenges remain. Social stigma associated with herpes can deter individuals from seeking testing or disclosing symptoms, limiting the market's full potential. Furthermore, disparities in healthcare access across different regions and socioeconomic groups continue to impact testing rates, particularly in underserved communities.

### Key Market Drivers

#### Growth in Healthcare Industry

The ongoing growth of the healthcare industry in the United States has emerged as a key driver of the herpes simplex virus (HSV) testing market. In 2023, U.S. healthcare expenditures grew by 7.5%, reaching a total of USD 4.9 trillion, or USD 14,570 per capita. Healthcare spending accounted for 17.6% of the nation's Gross Domestic Product. As healthcare infrastructure expands and public health priorities shift toward early diagnosis and disease prevention, there is a rising demand for accurate and accessible diagnostic services, including those for sexually transmitted infections such as HSV-1 and HSV-2.

One of the most influential factors behind this trend is the increasing awareness around sexual health. For instance, the American Sexual Health Association has designated September 30 as National Get Tested Day, dedicated to raising awareness about the critical importance of testing for sexually transmitted infections. Healthcare providers, government programs, and advocacy groups are placing greater emphasis on routine screening and education, encouraging more individuals to seek testing even in the absence of symptoms. This cultural shift has helped to normalize STI testing, driving higher testing volumes across clinical laboratories, hospitals, and point-of-care settings.

## Key Market Challenges

### High Initial Investment

High initial investment is a significant challenge in the United States HSV testing market, particularly for diagnostic laboratories, healthcare providers, and companies developing advanced testing platforms. Setting up and maintaining the infrastructure required for accurate and reliable HSV testing involves substantial capital expenditure. This includes the cost of acquiring sophisticated diagnostic equipment, implementing automated systems, ensuring laboratory compliance with regulatory standards, and hiring trained personnel.

Modern testing technologies such as molecular diagnostics, including PCR-based platforms, offer high sensitivity and specificity, but they come with high setup costs. In addition to the equipment itself, laboratories must invest in consumables, software, and ongoing calibration and maintenance. These costs can be prohibitive for smaller labs, clinics, or startups, limiting their ability to enter or scale within the market.

## Key Market Trends

### Integration of Smart Technologies and IoT in Devices

In the United States, the seroprevalence rates for adult infections are approximately 80% for HSV-1 and 20% for HSV-2. The integration of smart technologies and the Internet of Things (IoT) into diagnostic devices is emerging as a transformative trend in the United States HSV testing market. As healthcare systems increasingly prioritize efficiency, connectivity, and real-time data access, the adoption of intelligent diagnostic solutions is reshaping how HSV testing is conducted, monitored, and managed across clinical and home-based settings.

Smart diagnostic devices equipped with IoT capabilities offer enhanced functionality compared to traditional testing methods. These devices can capture, store, and transmit test results securely to electronic health records (EHRs) or cloud-based platforms, enabling healthcare providers to access patient data in real time. This seamless data exchange improves clinical decision-making, reduces diagnostic delays, and supports more personalized treatment plans for HSV-positive individuals.

### Key Market Players

F. Hoffmann-La Roche Ltd

Abbott Laboratories

Thermo Fisher Scientific Inc.

Becton, Dickinson and Company

Bio-Rad Laboratories, Inc

BIOM?RIEUX

Hologic, Inc.

### Report Scope

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

### United States HSV Testing Market, By Sample Type:

- Blood
- Swabs
- Cerebrospinal Fluid
- Others

### United States HSV Testing Market, By Test Type:

- Serological Tests
- Direct Detection Tests
- Point-of-Care Tests
- Others

### United States HSV Testing Market, By Region:

- Northeast
- Midwest
- South
- West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States HSV Testing Market.

### Available Customizations:

United States HSV Testing Market report with the given market data, TechSci Research

*United States HSV Testing Market By Sample Type (Blood, Swabs, Cerebrospinal Fluid, Others), By Test Type (Ser...*

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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