

# **Europe Lateral Flow Assay Market Forecast to 2028 – COVID-19 Impact and Regional Analysis - by Product Type (Kits & Reagents and Lateral Flow Readers), Application (Clinical Testing, Veterinary Diagnostics, Food Safety & Environment Testing, and Drug Development & Quality Testing), Technology (Sandwich Assays, Competitive Assays, and Multiplex Detection Assays), End User (Hospitals & Clinics, Pharmaceutical & Biotechnology Companies, Diagnostics Laboratories, Homecare, Veterinary Clinics, and Others)**

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## **Abstracts**

The Europe lateral flow assay market is expected to grow from US\$ 2,641.10 million in 2023 to US\$ 3,645.83 million by 2028. It is estimated to register a CAGR of 6.7% from 2023 to 2028.

### **Rising Popularity of Point-of-Care Testing Fuels Europe Lateral Flow Assay Market**

Lateral flow assay-based point-of-care (POC) diagnostic tools are rapid, easy-to-use, and low-cost paper-based procedures, which are specifically perceived to be beneficial in resource-limited settings and industrialized countries. These tests are increasingly replacing prolonged, conventional laboratory methods. No training and complex infrastructures are required to run POC diagnostic tests. Thus, these tests cost less than conventional laboratory diagnostic techniques. POC testing tools are expected to be a crucial revenue pocket in the Europe lateral flow assay market because of their

prominent role in combating the burgeoning disease burden. Many companies are engaged in developing innovative lateral flow assay-based POC devices for infectious disease diagnosis, drugs-of-abuse screening, pregnancy (using hCG levels) and ovulation confirmation, and blood protein marker measurement. The rising popularity of POC testing and ongoing developments in lateral flow assay-based POC testing fuel the growth of the Europe lateral flow assay market.

## Europe Lateral Flow Assay Market Overview

Germany, the UK, France, Italy, and Spain are the major countries in Europe. Germany held the largest share of the lateral flow assay market in this region in 2022. The lateral flow assay market in Europe is anticipated to grow at a CAGR 6.7% from 2023 to 2028. The projected growth is attributed to the factors such as the increasing geriatric population and elevating accident rates in the region. Other major factors driving the market in Europe include technological innovations and technology acceptance, particularly in Germany, France, and the UK. Germany has the fourth largest pharmaceutical industry in the world with many small and mid-sized companies. According to the International Trade Administration (ITA), the pharmaceutical market in Germany accounted for US\$ 62.5 billion in 2019. The country is likely to remain one of the most attractive destinations for global pharmaceutical businesses in the coming years in terms of manufacturing and supply. According to the ECDC's Annual epidemiological report, chlamydia infection, campylobacteriosis, salmonellosis, gonorrhea, and tuberculosis were the most frequently reported infectious diseases in the EU and the European Economic Area (EEA).

## Europe Lateral Flow Assay Market Revenue and Forecast to 2028 (US\$ Million)

### Europe Lateral Flow Assay Market Segmentation

The Europe lateral flow assay market is segmented on the basis of product type, application, technology, end user, and country.

Based on product type, the Europe lateral flow assay market is segmented into kits & reagents and lateral flow readers. The kits & reagents segment held a larger share of the Europe lateral flow assay market in 2023. The market for lateral flow readers is sub-segmented into portable/handheld readers and benchtop readers.

Based on application, the Europe lateral flow assay market is segmented into clinical testing, veterinary diagnostics, food safety & environment testing, and drug

development & quality testing. The clinical testing segment held the largest share of the market in 2023. The market for veterinary diagnostics segment is sub-segmented into companion animals and livestock. The market for the drug development & quality testing segment is further segmented into infectious diseases testing, cardiac marker testing, pregnancy and fertility testing, cholesterol testing/ lipid profile, drug of abuse testing, and others.

Based on technology, the Europe lateral flow assay market is segmented into sandwich assays, competitive assays, and multiplex detection assays. The sandwich assays segment held the largest share of the market in 2023.

Based on end user, the Europe lateral flow assay market is segmented into hospitals & clinics, pharmaceutical & biotechnology companies, diagnostics laboratories, homecare, veterinary clinics, and others. The hospitals & clinics segment held the largest share of the market in 2023.

Based on country, the Europe lateral flow assay market is segmented into Germany, France, the UK, Italy, Spain, and the Rest of Europe. The Germany dominated the market in this region in 2023.

Abbott Laboratories, bioMerieux SA, Bio-Rad Laboratories Inc, Danaher Corp, Hoffmann-La Roche Ltd, Hologic Inc, Merck KGaA, Qiagen NV, and Thermo Fisher Scientific Inc are the leading companies operating in the Europe lateral flow assay market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
  - 1.3.1 Europe Lateral Flow Assay Market – by Product Type
  - 1.3.2 Europe Lateral Flow Assay Market – by Application
  - 1.3.3 Europe Lateral Flow Assay Market – by Technology
  - 1.3.4 Europe Lateral Flow Assay Market – by End User
  - 1.3.5 Europe Lateral Flow Assay Market – by Country

### **2. EUROPE LATERAL FLOW ASSAY MARKET – KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. EUROPE LATERAL FLOW ASSAY MARKET – MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Europe PEST Analysis
- 4.3 Expert's Opinion

### **5. EUROPE LATERAL FLOW ASSAY MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Increasing Use of Home-Based Assay Kits
  - 5.1.2 Rising Popularity of Point-of-Care Testing
- 5.2 Market Restraints
  - 5.2.1 Inconsistent Assay Results Due to Procedural Limitations
- 5.3 Market Opportunities
  - 5.3.1 Evolving Applications of Lateral Flow Assays
- 5.4 Future Trends
  - 5.4.1 Smartphone Usage and AI Integration in Lateral Flow Immunoassay
- 5.5 Impact analysis

## **6. LATERAL FLOW ASSAY MARKET – EUROPE ANALYSIS**

### 6.1 Europe Lateral Flow Assay Market Revenue Forecast and Analysis

## **7. EUROPE LATERAL FLOW ASSAY MARKET ANALYSIS – BY PRODUCT TYPE**

### 7.1 Overview

### 7.2 Kits & Reagents

#### 7.2.1 Overview

#### 7.2.2 Kits & Reagents: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

### 7.3 Lateral Flow Readers

#### 7.3.1 Overview

#### 7.3.2 Lateral Flow Readers: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 7.3.2.1 Portable/Handheld Reader

###### 7.3.2.1.1 Overview

###### 7.3.2.1.2 Portable/Handheld Reader: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 7.3.2.2 Benchtop

###### 7.3.2.2.1 Overview

###### 7.3.2.2.2 Benchtop: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

## **8. EUROPE LATERAL FLOW ASSAY MARKET ANALYSIS – BY APPLICATION**

### 8.1 Overview

### 8.2 Europe Lateral Flow Assay Market Revenue Share, by Application (2022 and 2028)

### 8.3 Clinical Testing

#### 8.3.1 Overview

#### 8.3.2 Clinical Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

### 8.4 Veterinary Diagnostics

#### 8.4.1 Overview

#### 8.4.2 Veterinary Diagnostics: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

#### 8.4.3 Companion Animal

##### 8.4.3.1 Overview

8.4.3.2 Companion Animal: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.4.4 Livestock Animal

8.4.4.1 Overview

8.4.4.2 Livestock Animal: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.5 Food Safety and Environment Testing

8.5.1 Overview

8.5.2 Food Safety and Environment Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6 Drug Development and Quality Testing

8.6.1 Overview

8.6.2 Drug Development and Quality Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.3 Infectious Diseases Testing

8.6.3.1 Overview

8.6.3.2 Infectious Diseases Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.4 Cardiac Marker Testing

8.6.4.1 Overview

8.6.4.2 Cardiac Market Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.5 Pregnancy and Fertility Testing

8.6.5.1 Overview

8.6.5.2 Pregnancy and Fertility Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.6 Cholesterol Testing/Lipid Profile

8.6.6.1 Overview

8.6.6.2 Cholesterol Testing/Lipid Profile: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.7 Drug of Abuse Testing

8.6.7.1 Overview

8.6.7.2 Drug of Abuse Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.8 Others

8.6.8.1 Overview

8.6.8.2 Others: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

## **9. EUROPE LATERAL FLOW ASSAY MARKET ANALYSIS – BY TECHNOLOGY**

### 9.1 Overview

### 9.2 Sandwich Assays

#### 9.2.1 Overview

9.2.2 Sandwich Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 9.3 Competitive Assays

#### 9.3.1 Overview

9.3.2 Competitive Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 9.4 Multiplex Detection Assays

#### 9.4.1 Overview

9.4.2 Multiplex Detection Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

## **10. EUROPE LATERAL FLOW ASSAY MARKET ANALYSIS – BY END USER**

### 10.1 Overview

### 10.2 Hospitals & Clinics

#### 10.2.1 Overview

10.2.2 Hospitals & Clinics: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 10.3 Pharmaceutical & Biotechnology Companies

#### 10.3.1 Overview

10.3.2 Pharmaceutical & Biotechnology Companies: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 10.4 Diagnostic Laboratories

#### 10.4.1 Overview

10.4.2 Diagnostic Laboratories: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 10.5 Home Care

#### 10.5.1 Overview

10.5.2 Home Care: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

### 10.6 Veterinary Clinics

#### 10.6.1 Overview

10.6.2 Veterinary Clinics: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)



## 10.7 Others

### 10.7.1 Overview

### 10.7.2 Others: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

## 11. EUROPE LATERAL FLOW ASSAY MARKET COUNTRY ANALYSIS

### 11.1 Overview

#### 11.1.1 Europe Lateral Flow Assay Market, By Country, 2022 & 2028 (%)

#### 11.1.1.1 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

##### 11.1.1.1.1 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

##### 11.1.1.1.2 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

###### 11.1.1.1.2.1 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

###### 11.1.1.1.2.2 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

###### 11.1.1.1.3 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

###### 11.1.1.1.4 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

###### 11.1.1.1.5 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

###### 11.1.1.1.6 Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

#### 11.1.1.2 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

##### 11.1.1.2.1 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

##### 11.1.1.2.2 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

###### 11.1.1.2.2.1 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

###### 11.1.1.2.2.2 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

###### 11.1.1.2.3 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)



11.1.1.2.4 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.2.5 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.2.6 France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

11.1.1.3 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.3.1 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.3.2 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.3.2.1 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.3.2.2 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

11.1.1.3.3 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.3.4 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.3.5 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.3.6 United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

11.1.1.4 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.4.1 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.4.2 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.4.2.1 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.4.2.2 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

11.1.1.4.3 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.4.4 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.4.5 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028,

## By Technology (US\$ Mn)

11.1.1.4.6 Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028,  
By End User (US\$ Mn)

11.1.1.5 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028  
(US\$ Mn)

11.1.1.5.1 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028 (US\$ Mn)

11.1.1.5.2 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Product Type (US\$ Mn)

11.1.1.5.2.1 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.5.2.2 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Application (US\$ Mn)

11.1.1.5.3 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Clinical Testing (US\$ Mn)

11.1.1.5.4 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.5.5 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By Technology (US\$ Mn)

11.1.1.5.6 Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to  
2028, By End User (US\$ Mn)

11.1.1.6 Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts  
to 2028 (US\$ Mn)

11.1.1.6.1 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028 (US\$ Mn)

11.1.1.6.2 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.6.2.1 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.6.2.2 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Application (US\$ Mn)

11.1.1.6.3 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.6.4 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.6.5 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.6.6 Rest of Europe: Europe Lateral Flow Assay Market Revenue and  
Forecasts to 2028, By End User (US\$ Mn)

## **12. EUROPE LATERAL FLOW ASSAY MARKET–INDUSTRY LANDSCAPE**

### 12.1 Overview

### 12.2 Growth Strategies in the Europe Lateral Flow Assay Market

### 12.3 Inorganic Growth Strategies

#### 12.3.1 Overview

### 12.4 Organic Growth Strategies

#### 12.4.1 Overview

## **13. COMPANY PROFILE**

### 13.1 Hoffmann-La Roche Ltd

#### 13.1.1 Key Facts

#### 13.1.2 Business Description

#### 13.1.3 Products and Services

#### 13.1.4 Financial Overview

#### 13.1.5 SWOT Analysis

#### 13.1.6 Key Developments

### 13.2 Thermo Fisher Scientific Inc

#### 13.2.1 Key Facts

#### 13.2.2 Business Description

#### 13.2.3 Products and Services

#### 13.2.4 Financial Overview

#### 13.2.5 SWOT Analysis

#### 13.2.6 Key Developments

### 13.3 Abbott Laboratories

#### 13.3.1 Key Facts

#### 13.3.2 Business Description

#### 13.3.3 Products and Services

#### 13.3.4 Financial Overview

#### 13.3.5 SWOT Analysis

#### 13.3.6 Key Developments

### 13.4 Merck KGaA

#### 13.4.1 Key Facts

#### 13.4.2 Business Description

#### 13.4.3 Products and Services

#### 13.4.4 Financial Overview

#### 13.4.5 SWOT Analysis

#### 13.4.6 Key Developments

### 13.5 Hologic Inc

#### 13.5.1 Key Facts

#### 13.5.2 Business Description

#### 13.5.3 Products and Services

#### 13.5.4 Financial Overview

#### 13.5.5 SWOT Analysis

#### 13.5.6 Key Developments

### 13.6 Qiagen NV

#### 13.6.1 Key Facts

#### 13.6.2 Business Description

#### 13.6.3 Products and Services

#### 13.6.4 Financial Overview

#### 13.6.5 SWOT Analysis

#### 13.6.6 Key Developments

### 13.7 bioMerieux SA

#### 13.7.1 Key Facts

#### 13.7.2 Business Description

#### 13.7.3 Products and Services

#### 13.7.4 Financial Overview

#### 13.7.5 SWOT Analysis

#### 13.7.6 Key Developments

### 13.8 Bio-Rad Laboratories Inc

#### 13.8.1 Key Facts

#### 13.8.2 Business Description

#### 13.8.3 Products and Services

#### 13.8.4 Financial Overview

#### 13.8.5 SWOT Analysis

#### 13.8.6 Key Developments

### 13.9 Danaher Corp

#### 13.9.1 Key Facts

#### 13.9.2 Business Description

#### 13.9.3 Products and Services

#### 13.9.4 Financial Overview

#### 13.9.5 SWOT Analysis

#### 13.9.6 Key Developments

## 14. APPENDIX

## 14.1 Glossary of Terms

## List Of Tables

### LIST OF TABLES

Table 1. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 2. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 3. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 4. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 5. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 6. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 7. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 8. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 9. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 10. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 11. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 12. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 13. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 14. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 15. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 16. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 17. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 18. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts

to 2028, By Clinical Testing (US\$ Mn)

Table 19. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 20. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 21. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 22. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 23. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 24. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 25. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 26. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 27. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 28. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 29. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 30. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 31. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 32. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 33. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 34. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 35. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 36. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 37. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)



Table 38. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 39. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 40. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 41. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 42. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 43. Recent Inorganic Growth Strategies in the Europe Lateral Flow Assay Market

Table 44. Recent Organic Growth Strategies in the Europe Lateral Flow Assay Market

Table 45. Glossary of Terms, Pulmonary Function Testing Systems Market

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe Lateral Flow Assay Market Segmentation
- Figure 2. Europe Lateral Flow Assay Market by Country
- Figure 3. Europe Lateral Flow Assay Market Overview
- Figure 4. Kits and Reagents is The Largest Share of Product Type Segment in Europe Lateral Flow Assay Market
- Figure 5. Germany Expected to Show Remarkable Growth During Forecast Period
- Figure 6. Europe: PEST Analysis
- Figure 7. Experts' Opinion
- Figure 8. Europe Lateral Flow Assay Market Impact Analysis of Drivers and Restraints
- Figure 9. Europe Lateral Flow Assay Market – Revenue Forecast and Analysis – 2020–2028
- Figure 10. Europe Lateral Flow Assay Market, by Product, 2022 & 2028 (%)
- Figure 11. Kits & Reagents: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 12. Lateral Flow Readers: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 13. Portable/Handheld Reader: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 14. Benchtop: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 15. Europe Lateral Flow Assay Market Revenue Share, by Application (2022 and 2028)
- Figure 16. Clinical Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 17. Veterinary Diagnostics: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. Companion Animal: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. Livestock Animal: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 20. Food Safety and Environment Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. Drug Development and Quality Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 22. Infectious Diseases Testing: Europe Lateral Flow Assay Market – Revenue

and Forecast to 2028 (US\$ Million)

Figure 23. Cardiac Market Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 24. Pregnancy and Fertility Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Cholesterol Testing/Lipid Profile: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Drug of Abuse Testing: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Others: Europe Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Europe Lateral Flow Assay Market, by Technology, 2022 & 2028 (%)

Figure 29. Process of Sandwich Lateral Flow Assay

Figure 30. Sandwich Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 31. Process of Competitive Lateral Flow Assay

Figure 32. Competitive Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 33. Multiplex Detection Assays: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 34. Europe Lateral Flow Assay Market, by End User, 2022 & 2028 (%)

Figure 35. Hospitals & Clinics: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 36. Pharmaceutical & Biotechnology Companies: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 37. Diagnostic Laboratories: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 38. Home Care: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 39. Veterinary Clinics: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 40. Others: Europe Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 41. Europe Lateral Flow Assay Market Revenue Overview, by Country, 2022 (US\$ Mn)

Figure 42. Europe Lateral Flow Assay Market, By Country, 2022 & 2028 (%)

Figure 43. Germany: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 44. France: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028

(US\$ Mn)

Figure 45. United Kingdom: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 46. Italy: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 47. Spain: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 48. Rest of Europe: Europe Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 49. Growth Strategies in the Europe Lateral Flow Assay Market

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