

**Lateral Flow Assay Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Product Type (Kits & Reagents and Lateral Flow Readers), Technique (Sandwich Assay, Competitive Assays, and Multiplex Detection Assay), Test Type (Lateral Flow Immunoassay and Nucleic Acid Lateral Flow Assay), Application (Clinical Testing, Veterinary Diagnostics, Food Safety & Environment Testing, and Drug Development & Quality Testing), and End User (Hospitals and Clinics, Diagnostics Laboratories, Homecare, Veterinary Clinics, Pharmaceutical & Biotechnology Companies, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, South & Central America)**

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## **Abstracts**

The lateral flow assay market size is expected to grow from US\$ 8.505 billion in 2022 to US\$ 16.106 billion by 2030; it is estimated to record a CAGR of 8.4% during 2022-2030.

The lateral flow assay market growth is attributed to the increasing use of home-based assay kits and the rising popularity of point-of-care testing. However, inconsistent assay results due to procedural limitations hinders the market growth.

Lateral flow assays are widely used for infectious disease diagnosis, heart disease diagnosis, and veterinary applications. However, the scope of their applications has expanded in recent years. Behavioral health, saliva-based diagnostics, biological warfare (detection of *Bacillus anthracis*), environmental testing (detection of contaminating enzymes in production facilities), agriculture (detection of genetically modified organisms and quality control of plants), food microbiology (Detection of *E. coli* O157, *Salmonella*, *Listeria*, and other food spoilage bacteria) have emerged as new application areas for lateral flow assays.

Atlas-Link Biotech (Beijing) provides FASPIT Antigen Saliva Test Kit. NOVA Test SARS-CoV-2 Antigen Saliva Test Kit (Colloidal Gold Immunochromatography) is a lateral flow assay that uses the double-antibody sandwich method to detect the SARS-CoV-2 nucleocapsid protein from saliva specimens from patients who are suspected of SARS-CoV-2 by a healthcare provider. Only certified laboratories that meet the requirements for performing moderate, high, or waived complexity tests can perform such saliva-based tests. The SARS-CoV-2 antigen saliva test kits provide preliminary test results, with negative results that don't preclude SARS-CoV-2 infection.

Smartphone-based biosensors in optical procedures involving mechanisms such as reflection, absorption, and fluorescence have been instrumental in diagnostics, medical, healthcare, food, and environmental monitoring applications. Artificial intelligence (AI) and machine learning are major technologies that drive this progress, providing real-time and highly accurate reads. With machine learning, reader software can quickly adapt to new tests launched by manufacturers. It can be potentially used as a low-cost, portable POC platform, especially suitable in remote low-income areas in Asia and Africa.

Further, cloud-based systems may turn any tablet or smartphone into a universal digital reader, allowing healthcare organizations to perform lateral flow tests for the detection of any infection or marker on a large scale. For instance, in April 2022, Cambridge-based company PocDoc secured a CE mark for its artificial intelligence (AI) driven digital reader of lateral flow tests. This system allows any smartphone or tablet to become a universal digital reader, allowing healthcare organizations to roll out lateral flow testing for any disease or marker at scale. Furthermore, AI-driven innovative devices that can read a COVID-19 lateral flow diagnostic test using a user's smartphone have received special use approval from the Medicines and Healthcare Products Regulatory Agency (MHRA). Thus, AI integration and smartphone usage are likely to trigger the demand for lateral flow assays in the healthcare sector in the coming years.

## Test Type -Based Insights

Based on test type, the lateral flow assay market is bifurcated into lateral flow immunoassay and nucleic acid lateral flow assay. The lateral flow immunoassay segment held a larger share of the market in 2022 and is expected to register a higher CAGR in the market from 2022 to 2030. Lateral flow immunoassay, also known as immunochromatographic assays or strip tests, is an easy-to-use diagnostic tool to determine whether a target analyte, such as pathogens or biomarkers in humans or animals, is present or absent. Lateral flow immunoassay tests have played a critical role in reducing the effects of the COVID-19 outbreak due to their ability to detect infected individuals and stop further transmission of SARS-CoV-2 rapidly. The lateral flow immunoassay segment accounted for the largest share of the market in 2022. Lateral flow-based immunoassays are widely used to detect a wide variety of antibodies & antigens, both quantitatively and qualitatively, in hospitals, clinical laboratories, and clinics. It is a simple and cost-effective analytical method used to screen, monitor, and diagnose various diseases. Because of these factors, the usefulness of lateral flow immunoassays is extremely high; these can be used by any health professional and/or patient at home.

## End User-Based Insights

Based on end user, the lateral flow assay market is segmented into hospitals and clinics, diagnostics laboratories, homecare, veterinary clinics, pharmaceutical & biotechnology companies, and others. The hospitals and clinics segment held the largest share of the market in 2022. However, the pharmaceutical & biotechnology companies segment is anticipated to register the highest CAGR during 2022–2030. Hospitals are the primary healthcare centers that a patient seeks for their first aid and treatment. Compared to other healthcare centers, hospital patient visits are higher. Factors such as enhanced care and treatment, availability of necessary equipment, and reimbursements favor the segment growth.

Over the last decade, the cost of medical facilities has surged rapidly. Advanced diagnostic technologies have paved the way for early and improved detection of diseases, as well as supported research for disease treatment. Increasing affordability and awareness among people will continue to contribute significantly to the growth of the gross domestic product. In addition, diagnostic tests for various chronic diseases, such as cancer, cardiovascular disease, asthma, arthritis, and cystic fibrosis, are generally carried out in hospitals to avoid false-positive/negative results.

Further, the increasing number of clinics has paved the way for easier treatments, diagnostics, and vaccines, especially for traveling people, as they can quickly get medical treatment without prior appointments. Factors such as lower treatment cost, timely treatment, easy accessibility, and flexibility with short waiting times have boosted the growth of the clinic segment. Clinics provide treatments, medicines, and vaccines and offer services such as medical laboratory tests and diagnostics. These above factors are anticipated to catalyze the growth of the clinic segment.

Centers for Disease Control and Prevention, the World Health Organization, and the National Institute of Health are among the primary and secondary sources referred to while preparing the lateral flow assay market report.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

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

- 4.1 Overview
- 4.2 PEST Analysis
  - 4.2.1 Global PEST Analysis

### **5. LATERAL FLOW ASSAY MARKET - KEY INDUSTRY DYNAMICS**

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

### **6. LATERAL FLOW ASSAY MARKET - GLOBAL MARKET ANALYSIS**

## 6.1 Lateral Flow Assay Market Revenue (US\$ Mn), 2022 – 2030

## 7. LATERAL FLOW ASSAY MARKET ANALYSIS - PRODUCT TYPE

### 7.1 Kits & Reagents

#### 7.1.1 Overview

7.1.2 Kits & Reagents: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Lateral Flow Readers

#### 7.2.1 Overview

7.2.2 Lateral Flow Readers: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## 8. LATERAL FLOW ASSAY MARKET ANALYSIS - TECHNIQUE

### 8.1 Sandwich Assay

#### 8.1.1 Overview

8.1.2 Sandwich Assay: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Competitive Assays

#### 8.2.1 Overview

8.2.2 Competitive Assays: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.3 Multiplex Detection Assay

#### 8.3.1 Overview

8.3.2 Multiplex Detection Assay: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## 9. LATERAL FLOW ASSAY MARKET ANALYSIS - TEST TYPE

### 9.1 Lateral Flow Immunoassay

#### 9.1.1 Overview

9.1.2 Lateral Flow Immunoassay: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.2 Nucleic Acid Lateral Flow Assay

#### 9.2.1 Overview

9.2.2 Nucleic Acid Lateral Flow Assay: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## **10. LATERAL FLOW ASSAY MARKET ANALYSIS - APPLICATION**

### **10.1 Clinical Testing**

#### **10.1.1 Overview**

#### **10.1.2 Clinical Testing: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **10.2 Veterinary Diagnostics**

#### **10.2.1 Overview**

#### **10.2.2 Veterinary Diagnostics: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **10.3 Food Safety & Environment Testing**

#### **10.3.1 Overview**

#### **10.3.2 Food Safety & Environment Testing: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **10.4 Drug Development & Quality Testing**

#### **10.4.1 Overview**

#### **10.4.2 Drug Development & Quality Testing: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

## **11. LATERAL FLOW ASSAY MARKET ANALYSIS - END USER**

### **11.1 Hospitals and Clinics**

#### **11.1.1 Overview**

#### **11.1.2 Hospitals and Clinics: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **11.2 Diagnostics Laboratories**

#### **11.2.1 Overview**

#### **11.2.2 Diagnostics Laboratories: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **11.3 Homecare**

#### **11.3.1 Overview**

#### **11.3.2 Homecare: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **11.4 Veterinary Clinics**

#### **11.4.1 Overview**

#### **11.4.2 Veterinary Clinics: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)**

### **11.5 Pharmaceutical & Biotechnology Companies**

#### **11.5.1 Overview**



11.5.2 Pharmaceutical & Biotechnology Companies: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

11.6 Others

11.6.1 Overview

11.6.2 Others: Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## **12. LATERAL FLOW ASSAY MARKET - GEOGRAPHICAL ANALYSIS**

12.1 North America Lateral Flow Assay Market, Revenue and Forecast To 2030

12.1.1 Overview

12.1.2 North America Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.1.3 North America Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.1.4 North America Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.1.5 North America Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.1.6 North America Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.1.7 North America Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.1.8 North America Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

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

12.1.8.1.1 Overview

12.1.8.1.2 US Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.1.8.1.3 US Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.1.8.1.4 US Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.1.8.1.5 US Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.1.8.1.6 US Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.1.8.1.7 US Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.1.8.2 Canada: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.1.8.2.1 Overview

12.1.8.2.2 Canada Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)



12.1.8.2.3 Canada Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.1.8.2.4 Canada Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.1.8.2.5 Canada Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.1.8.2.6 Canada Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.1.8.2.7 Canada Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.1.8.3 Mexico: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.1.8.3.1 Overview

12.1.8.3.2 Mexico Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.1.8.3.3 Mexico Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.1.8.3.4 Mexico Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.1.8.3.5 Mexico Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.1.8.3.6 Mexico Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.1.8.3.7 Mexico Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.2 Europe Lateral Flow Assay Market, Revenue and Forecast To 2030

12.2.1 Overview

12.2.2 Europe Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.2.3 Europe Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.2.4 Europe Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.2.5 Europe Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.2.6 Europe Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.2.7 Europe Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.2.8 Europe Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

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

12.2.8.1.1 Overview

12.2.8.1.2 Germany Lateral Flow Assay Market Revenue and Forecasts to 2030

(US\$ Mn)

12.2.8.1.3 Germany Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.2.8.1.4 Germany Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.2.8.1.5 Germany Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.2.8.1.6 Germany Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.2.8.1.7 Germany Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.2.8.2 UK: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.2.8.2.1 Overview

12.2.8.2.2 UK Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.2.8.2.3 UK Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.2.8.2.4 UK Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.2.8.2.5 UK Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.2.8.2.6 UK Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.2.8.2.7 UK Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

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

12.2.8.3.1 Overview

12.2.8.3.2 France Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.2.8.3.3 France Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.2.8.3.4 France Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.2.8.3.5 France Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.2.8.3.6 France Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.2.8.3.7 France Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

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

12.2.8.4.1 Overview

12.2.8.4.2 Italy Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

- 12.2.8.4.3 Italy Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
- 12.2.8.4.4 Italy Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
- 12.2.8.4.5 Italy Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
- 12.2.8.4.6 Italy Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
- 12.2.8.4.7 Italy Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.2.8.5 Spain: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.2.8.5.1 Overview
  - 12.2.8.5.2 Spain Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
    - 12.2.8.5.3 Spain Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
    - 12.2.8.5.4 Spain Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
    - 12.2.8.5.5 Spain Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
    - 12.2.8.5.6 Spain Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
    - 12.2.8.5.7 Spain Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.2.8.6 Benelux: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.2.8.6.1 Overview
  - 12.2.8.6.2 Benelux Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
    - 12.2.8.6.3 Benelux Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
    - 12.2.8.6.4 Benelux Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
    - 12.2.8.6.5 Benelux Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
    - 12.2.8.6.6 Benelux Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
    - 12.2.8.6.7 Benelux Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.2.8.7 Rest of Europe: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.2.8.7.1 Overview
  - 12.2.8.7.2 Rest of Europe Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 12.2.8.7.3 Rest of Europe Lateral Flow Assay Market, by Product Type, 2020–2030

(US\$ Million)

12.2.8.7.4 Rest of Europe Lateral Flow Assay Market, by Technique, 2020–2030

(US\$ Million)

12.2.8.7.5 Rest of Europe Lateral Flow Assay Market, by Test Type, 2020–2030

(US\$ Million)

12.2.8.7.6 Rest of Europe Lateral Flow Assay Market, by Application, 2020–2030

(US\$ Million)

12.2.8.7.7 Rest of Europe Lateral Flow Assay Market, by End User, 2020–2030

(US\$ Million)

12.3 Asia Pacific Lateral Flow Assay Market, Revenue and Forecast To 2030

12.3.1 Overview

12.3.2 Asia Pacific Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.3.3 Asia Pacific Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.4 Asia Pacific Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.5 Asia Pacific Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.6 Asia Pacific Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.7 Asia Pacific Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8 Asia Pacific Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

12.3.8.1 China: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.1.1 Overview

12.3.8.1.2 China Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.3.8.1.3 China Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.1.4 China Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.1.5 China Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.1.6 China Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.1.7 China Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8.2 Japan: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.2.1 Overview

12.3.8.2.2 Japan Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$

Mn)

12.3.8.2.3 Japan Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.2.4 Japan Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.2.5 Japan Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.2.6 Japan Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.2.7 Japan Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8.3 India: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.3.1 Overview

12.3.8.3.2 India Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.3.8.3.3 India Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.3.4 India Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.3.5 India Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.3.6 India Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.3.7 India Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8.4 South Korea: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.4.1 Overview

12.3.8.4.2 South Korea Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.3.8.4.3 South Korea Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.4.4 South Korea Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.4.5 South Korea Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.4.6 South Korea Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.4.7 South Korea Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8.5 Australia: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.5.1 Overview

12.3.8.5.2 Australia Lateral Flow Assay Market Revenue and Forecasts to 2030

(US\$ Mn)

12.3.8.5.3 Australia Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.5.4 Australia Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.5.5 Australia Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.5.6 Australia Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.5.7 Australia Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.3.8.6 Rest of Asia Pacific: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.3.8.6.1 Overview

12.3.8.6.2 Rest of APAC Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.3.8.6.3 Rest of APAC Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.3.8.6.4 Rest of APAC Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.3.8.6.5 Rest of APAC Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.3.8.6.6 Rest of APAC Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.3.8.6.7 Rest of APAC Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.4 Middle East & Africa Lateral Flow Assay Market, Revenue and Forecast To 2030

12.4.1 Overview

12.4.2 Middle East & Africa Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.4.3 Middle East & Africa Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.4.4 Middle East & Africa Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.4.5 Middle East & Africa Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.4.6 Middle East & Africa Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.4.7 Middle East & Africa Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)



Million)

#### 12.4.8 Middle East & Africa Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

##### 12.4.8.1 Saudi Arabia: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

###### 12.4.8.1.1 Overview

##### 12.4.8.1.2 Saudi Arabia Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

##### 12.4.8.1.3 Saudi Arabia Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

##### 12.4.8.1.4 Saudi Arabia Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

##### 12.4.8.1.5 Saudi Arabia Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

##### 12.4.8.1.6 Saudi Arabia Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

##### 12.4.8.1.7 Saudi Arabia Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

##### 12.4.8.2 South Africa: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

###### 12.4.8.2.1 Overview

##### 12.4.8.2.2 South Africa Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

##### 12.4.8.2.3 South Africa Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

##### 12.4.8.2.4 South Africa Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

##### 12.4.8.2.5 South Africa Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

##### 12.4.8.2.6 South Africa Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

##### 12.4.8.2.7 South Africa Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

##### 12.4.8.3 UAE: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

###### 12.4.8.3.1 Overview

##### 12.4.8.3.2 UAE Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

##### 12.4.8.3.3 UAE Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)



- 12.4.8.3.4 UAE Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
- 12.4.8.3.5 UAE Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
- 12.4.8.3.6 UAE Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
- 12.4.8.3.7 UAE Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.4.8.4 Kuwait: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.4.8.4.1 Overview
  - 12.4.8.4.2 Kuwait Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
    - 12.4.8.4.3 Kuwait Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
    - 12.4.8.4.4 Kuwait Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
    - 12.4.8.4.5 Kuwait Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
    - 12.4.8.4.6 Kuwait Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
    - 12.4.8.4.7 Kuwait Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.4.8.5 Oman: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.4.8.5.1 Overview
  - 12.4.8.5.2 Oman Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
    - 12.4.8.5.3 Oman Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
    - 12.4.8.5.4 Oman Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
    - 12.4.8.5.5 Oman Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
    - 12.4.8.5.6 Oman Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
    - 12.4.8.5.7 Oman Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.4.8.6 Qatar: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.4.8.6.1 Overview
  - 12.4.8.6.2 Qatar Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
    - 12.4.8.6.3 Qatar Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

- 12.4.8.6.4 Qatar Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
- 12.4.8.6.5 Qatar Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
- 12.4.8.6.6 Qatar Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
- 12.4.8.6.7 Qatar Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.4.8.7 Egypt: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.4.8.7.1 Overview
  - 12.4.8.7.2 Egypt Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 12.4.8.7.3 Egypt Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
  - 12.4.8.7.4 Egypt Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
  - 12.4.8.7.5 Egypt Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
  - 12.4.8.7.6 Egypt Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
  - 12.4.8.7.7 Egypt Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.4.8.8 Rest of Middle East & Africa: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)
  - 12.4.8.8.1 Overview
  - 12.4.8.8.2 Rest of Middle East & Africa Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 12.4.8.8.3 Rest of Middle East & Africa Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)
  - 12.4.8.8.4 Rest of Middle East & Africa Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)
  - 12.4.8.8.5 Rest of Middle East & Africa Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)
  - 12.4.8.8.6 Rest of Middle East & Africa Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)
  - 12.4.8.8.7 Rest of Middle East & Africa Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)
- 12.5 South & Central America Lateral Flow Assay Market, Revenue and Forecast To 2030
  - 12.5.1 Overview
  - 12.5.2 South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 12.5.3 South & Central America Lateral Flow Assay Market, by Product Type,

2020–2030 (US\$ Million)

12.5.4 South & Central America Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.5.5 South & Central America Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.5.6 South & Central America Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.5.7 South & Central America Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.5.8 South & Central America Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

12.5.8.1 Brazil: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.5.8.1.1 Overview

12.5.8.1.2 Brazil Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.5.8.1.3 Brazil Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.5.8.1.4 Brazil Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.5.8.1.5 Brazil Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.5.8.1.6 Brazil Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.5.8.1.7 Brazil Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.5.8.2 Argentina: Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

12.5.8.2.1 Overview

12.5.8.2.2 Argentina Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.5.8.2.3 Argentina Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.5.8.2.4 Argentina Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.5.8.2.5 Argentina Lateral Flow Assay Market, by Test Type, 2020–2030 (US\$ Million)

12.5.8.2.6 Argentina Lateral Flow Assay Market, by Application, 2020–2030 (US\$ Million)

12.5.8.2.7 Argentina Lateral Flow Assay Market, by End User, 2020–2030 (US\$ Million)

12.5.8.3 Rest of South & Central America: Lateral Flow Assay Market Revenue and

Forecasts to 2028 (US\$ Mn)

12.5.8.3.1 Overview

12.5.8.3.2 Rest of South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

12.5.8.3.3 Rest of South & Central America Lateral Flow Assay Market, by Product Type, 2020–2030 (US\$ Million)

12.5.8.3.4 Rest of South & Central America Lateral Flow Assay Market, by Technique, 2020–2030 (US\$ Million)

12.5.8.3.5 Rest of South & Central America Lateral Flow Assay Market, by

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