

Middle East & Africa 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 Middle East & Africa lateral flow assay market is expected to grow from US\$ 535.71 million in 2023 to US\$ 721.69 million by 2028. It is estimated to record a CAGR of 6.1% from 2023 to 2028.

Smartphone Usage and Al Integration in Immunoassays Fuel Middle East & Africa Lateral Flow Assay Market

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 provide 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 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. Al integration and smartphone usage are likely to trigger the demand for lateral flow assays in the healthcare sector in the Middle East & Africa during the forecast period.

Middle East & Africa Lateral Flow Assay Market Overview

The Middle East & Africa lateral flow assay market has been segmented into the UAE, Saudi Arabia, South Africa, and the Rest of the Middle East & Africa. A rise in the adoption of lateral flow assay-based rapid antigen test kits, a rise in the incidence of infectious diseases, and an upsurge in government initiatives in terms of funding and healthcare-related policies are among the factors contributing to the market growth in the region. The Rest of the Middle East & Africa lateral flow array market is mainly driven by Israel, Iran, Iraq, Kuwait, Oman, Egypt, and Kenya. Due to limited access to modern healthcare, biotechnology, and pharmaceutical products and services, the lateral flow assay market is growing slowly in these countries. However, various medical and pharmaceutical companies are putting efforts into designing and developing various consumables, diagnostics, and personalized medicine for customers in the Middle East & Africa. The increasing incidences of metabolic disorders and infectious diseases also support the growth of the lateral flow assay market in this region as a rise in the burden of these diseases encourages various investments in the healthcare sector, thereby driving the advancement of healthcare infrastructure for better treatment.

Middle East & Africa Lateral Flow Assay Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Lateral Flow Assay Market Segmentation

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

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

Based on application, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa lateral flow assay market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the share of the Middle East & Africa lateral flow assay market in 2023.

Abbott Laboratories, Access Bio Inc, 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 Middle East & Africa lateral flow assay market.



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