

Middle East & Africa Lateral Flow Assay Market Forecast to 2030 - Regional Analysis - 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)

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Abstracts

The Middle East & Africa lateral flow assay market was valued at US\$ 477.13 million in 2022 and is expected to reach US\$ 722.68 million by 2030; it is estimated to register a CAGR of 5.3% from 2022 to 2030.

Smartphone Usage and AI Integration in Lateral Flow Immunoassay Bolster 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 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 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. 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.

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. The increase 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.

Saudi Arabia is the largest economy in the Middle East, excelling in the growth of various research and development programs nationwide. Saudi Arabia has been working on establishing itself as a hub of scientific excellence and innovation. Various expenditures on different research areas were initiated, resulting in a rise in new projects and applications that covers healthcare and science.

Middle East & Africa Lateral Flow Assay Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Lateral Flow Assay Market Segmentation

The Middle East & Africa lateral flow assay market is categorized into product type, technique, test type, application, end user, and country.

Based on product type, the Middle East & Africa lateral flow assay market is bifurcated into kits & reagents and lateral flow readers. The kits & reagents segment held a larger Middle East & Africa lateral flow assay market share in 2022.

In terms of technique, the Middle East & Africa lateral flow assay market is segmented into sandwich assay, competitive assays, and multiplex detection assay. The sandwich assay segment held the largest Middle East & Africa lateral flow assay market share in 2022.

By test type, the Middle East & Africa lateral flow assay market is divided into lateral flow immunoassay and nucleic acid lateral flow assay. The lateral flow immunoassay segment held a larger Middle East & Africa lateral flow assay market share in 2022.

Based on application, the Middle East & Africa lateral flow assay market is categorized into clinical testing, veterinary diagnostics, food safety & environment testing, and drug

development & quality testing. The clinical testing segment held the largest Middle East & Africa lateral flow assay market share in 2022.

By end user, the Middle East & Africa 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 Middle East & Africa lateral flow assay market share in 2022.

By country, the Middle East & Africa lateral flow assay market is segmented into Saudi Arabia, South Africa, the UAE, Kuwait, Oman, Qatar, Egypt, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa lateral flow assay market share in 2022.

F. Hoffmann-La Roche Ltd, Siemens Healthineers AG, Becton Dickinson and Co, PerkinElmer Inc, Hologic Inc, QIAGEN NV, bioMerieux SA, QuidelOrtho Corp, Abbott Laboratories, Merck KGaA, Bio-Rad Laboratories Inc, and Thermo Fisher Scientific Inc are some of the leading companies operating in the Middle East & Africa lateral flow assay market.

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