

**Middle East & Africa Point of Care Diagnostics Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (Glucose Monitoring, Infectious Disease Testing, Cardio metabolic Testing, Pregnancy And Fertility Testing, Coagulation Testing, Tumor or Cancer Marker Testing, Cholesterol Testing, Urinalysis Testing, Hematology Testing, Thyroid Testing, and Others), Glucose Monitoring (Blood Glucose Meter, Lancet, and Strips), Infectious Disease Testing (HIV Testing, Influenza Testing, Sexually Transmitted Diseases Testing, Hepatitis C Virus Testing, Tropical Diseases Testing, Respiratory Infection Testing, Hospital Acquired Infections, and Others), Cardio Metabolic Testing (Cardiac Troponin (cTn) Test, Myoglobin Test, and Others), Purchase Mode (OTC and Prescription), Sample (Blood, Urine, and Others), End User (Healthcare Facilities, Homecare, and Others), and Healthcare Facilities (Hospitals and Clinics, Diagnostic Centers, and Others)**

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## Abstracts

The Middle East and Africa Point of Care (POC) Diagnostics Market is projected to grow significantly, reaching an estimated US\$ 3,524.0 million by 2031, up from US\$ 1,670.9 million in 2024. This growth represents a compound annual growth rate (CAGR) of 11.3% from 2025 to 2031.

### Executive Summary and Market Analysis

The POC diagnostics market in the region is divided into key areas including South Africa, Saudi Arabia, the UAE, and the broader Middle East and Africa. The anticipated growth in this sector is primarily driven by the rising prevalence of chronic and infectious diseases such as diabetes, cancer, HIV, and cardiovascular disorders, which create a heightened demand for rapid and precise diagnostic tools.

Governments in the region are actively promoting healthcare advancements through increased funding, public health initiatives, and the integration of cutting-edge diagnostic technologies. Additionally, there is a growing investment in healthcare infrastructure aimed at improving access to medical services, particularly in rural and underserved communities. The rising awareness regarding the importance of early disease detection and the adoption of innovative, portable diagnostic devices are also contributing to the increased uptake of POC testing, thereby enhancing the market outlook in the Middle East and Africa.

### Strategic Insights

The Middle East and Africa POC Diagnostics Market is categorized by various segments:

**By Product:** The market includes categories such as Glucose Monitoring, Infectious Disease Testing, Cardio Metabolic Testing, Pregnancy and Fertility Testing, Coagulation Testing, Tumor Marker Testing, Cholesterol Testing, Urinalysis Testing, Hematology Testing, Thyroid Testing, and others. In 2024, Glucose Monitoring held the largest market share.

**By Glucose Monitoring:** This segment is further divided into Blood Glucose Meters, Lancets, and Strips, with Strips leading the market share in 2024.

**By Infectious Disease Testing:** This includes HIV Testing, Influenza Testing, and others, with Respiratory Infection Testing being the largest segment in 2024.

**By Cardio Metabolic Testing:** This includes tests like Cardiac Troponin (cTn) Test, which also held the largest share in 2024.

**By Purchase Mode:** The market is segmented into Over-the-Counter (OTC) and Prescription, with Prescription holding the majority share.

**By Sample Type:** Blood samples dominated the market in 2024.

**By End User:** Healthcare Facilities, particularly Diagnostic Centers, accounted for the largest share in 2024.

## Market Outlook

The integration of artificial intelligence (AI) and machine learning (ML) into diagnostic devices is revolutionizing healthcare by facilitating faster, more accurate, and personalized diagnostics outside traditional clinical environments. AI-enhanced POC devices are improving diagnostic capabilities, aiding decision-making, and minimizing human error. For instance, companies like Abbott Laboratories have developed AI-driven POC devices for continuous glucose monitoring, such as the Freestyle Libre system, which utilizes machine learning to provide personalized insights based on glucose trends, assisting diabetes management.

Moreover, AI is being incorporated into rapid COVID-19 testing kits, significantly reducing testing times and enabling quicker results at the point of care, thus improving the management of infectious disease outbreaks. The growing partnerships among market players to develop AI-based POC diagnostics are expected to further boost their adoption.

In April 2025, Unilabs Middle East introduced the Hologic Genius™ Digital Diagnostics System in the UAE, marking the region's first AI-powered digital cytology technology. This system employs deep learning-based AI and advanced imaging techniques to enhance the speed and accuracy of cervical cancer diagnoses, aligning with national health objectives to reduce cervical cancer rates and improve early detection.

## Country Insights

The market is also analyzed by country, with South Africa holding the largest share in 2024. The country faces a rising cancer prevalence, with the WHO reporting over 111,000 new cases and nearly 65,000 cancer-related deaths annually. Additionally, the increasing incidence of diabetes, driven by urbanization and lifestyle changes, is notable, with approximately 4.2 million people living with diabetes in South Africa as of 2021.

Government initiatives, such as the National Health Insurance (NHI), are facilitating access to free healthcare services at the point of care in both public and accredited private facilities, further supporting the growth of the POC diagnostics market in South Africa.

## Key Players

Prominent companies in the Middle East and Africa POC diagnostics market include Siemens AG, Abbott Laboratories, F. Hoffmann-La Roche Ltd, bioMerieux SA, Bio-Rad Laboratories Inc, QIAGEN NV, Nova Biomedical Corporation, Polymer Technology Systems, Inc., and Danaher Corp. These companies are pursuing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative solutions to consumers.

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