

# **North America Poultry Diagnostic Market Forecast to 2030 - Regional Analysis - By Test Type [Enzyme-Linked Immunosorbent Assay (ELISA) Tests and Polymerase Chain Reaction (PCR) Test, Hemagglutination-Inhibition (HI), and Others] and Disease (Avian Salmonellosis, Avian Influenza, Newcastle Disease, Avian Mycoplasmosis, Infectious Bronchitis, and Others)**

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## **Abstracts**

The North America poultry diagnostic market is expected to grow from US\$ 118.89 million in 2022 to US\$ 253.67 million by 2030. It is estimated to grow at a CAGR of 9.9% from 2022 to 2030.

Farm-Side Diagnostic Poultry Platform Fuel North America Poultry Diagnostic Market  
Nowadays, a simple farm-side molecular diagnostic platform and complementary surveillance software are installed at the farm site with a high infection rate to curb the spread of disease by test poultry animals for viral and bacterial pathogens. Also, within a short span the poultry industry team can successfully develop a portable, battery-powered, stand-alone diagnostic platform abiding by World Health Organization (WHO) guidelines to ensure that these devices can be operated anywhere on the farm, eliminating the need for laboratory structure, trained personnel, and additional equipment. Also, the cost of the device is 95% lower than comparable commercially available devices and validated against gold standard devices showing equivalent standards. Therefore, implementation of such farm-side poultry disease diagnostic platforms would help farmers keep a check on the spread of infectious disease, antimicrobial resistance (AMR), and zoonotic pathogens by enabling early detection and containment.

### North America Poultry Diagnostic Market Overview

The North America poultry diagnostics market is segmented into the US, Canada, and Mexico. In 2022, the US held the largest market share in this region and is expected to continue its dominance during the forecast period due to the increasing consumption of poultry-derived products and growing consumer awareness regarding food safety. Moreover, as per the statistics published by the United Nations Food and Agriculture Organization (UNFAO), in 2022, there was an increase in the production of eggs and hens in North America.

### North America Poultry Diagnostic Market Revenue and Forecast to 2030 (US\$ Million)

#### North America poultry diagnostic market Segmentation

The North America poultry diagnostic market is segmented into test type, disease, and country.

Based on test type, the North America poultry diagnostic market is segmented into enzyme-linked immunosorbent assay (ELISA) tests, polymerase chain reaction (PCR) tests, hemagglutination-inhibition (hi), and others. The enzyme-linked immunosorbent assay (ELISA) tests segment held the largest share of the North America poultry diagnostic market in 2022.

Based on disease, the North America poultry diagnostic market is segmented into avian influenza, infectious bronchitis, avian salmonellosis, Newcastle disease, avian mycoplasmosis, and others. The avian influenza segment held the largest share of the North America poultry diagnostic market in 2022.

Based on country, the North America poultry diagnostic market is segmented into the US, Canada, and Mexico. The US dominated the North America poultry diagnostic market in 2022.

Thermo Fisher Scientific Inc, Idexx Laboratories Inc, Qiagen NV, Eurofins Scientific SE, Boehringer Ingelheim International GmbH, Zoetis Inc, BioCheck BV, and Bioneer Corp are some of the leading companies operating in the North America poultry diagnostic market.

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