

# **RT-PCR Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (Reagents & Consumables, Instruments, and Software & Services), Application (Research Application, Clinical Application, and Forensic Application), End user (Hospitals and Diagnostic Centers, Pharmaceutical and Biotechnology Companies, Research Laboratories and Academic Institutes, Forensic Laboratories, and Clinical Research Organizations)**

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## **Abstracts**

According to our new research study on “RT-PCR Market Forecast to 2031 –Global Analysis – by Product, Application, and End User,” the market is anticipated to grow from US\$2.71 billion in 2024 to US\$4.47 billion by 2031; the market is expected to register a CAGR of 7.5% from 2025 to 2031. The RT-PCR Market growth is attributed to the demand for highly sensitive and accurate nucleic acid detection, expanding applications in clinical diagnostics and personalized medicine, and rising advancements in RT-PCR technology and automation.

Reverse Transcription Polymerase Chain Reaction (RT-PCR) is a laboratory technique used to detect and measure RNA by converting it into complementary DNA (cDNA) through reverse transcription, followed by amplification using PCR. It is widely used for viral detection, gene expression analysis, and molecular diagnostics because of its high sensitivity and specificity. RT-PCR played a critical role during the COVID-19 pandemic

for identifying SARS-CoV-2 infections. The technique enables early disease detection, monitoring of viral load, and research into genetic activity, making it an essential tool in clinical diagnostics, biomedical research, and public health surveillance worldwide.

The geographical scope of the RT-PCR market report includes the assessment of the market performance in North America, Europe, Asia Pacific, South and Central America, and the Middle East and Africa. The North America RT-PCR market is propelled by the ongoing demand for rapid and accurate diagnostic testing, especially highlighted by recent infectious disease outbreaks. In the US, the CDC reported over 120 million COVID-19 cases by 2022, emphasizing the crucial role of RT-PCR testing in managing the pandemic. According to the CDC and FDA reports, the prevalence of COVID-19 continued to influence testing strategies in 2023 and 2024, with estimates indicating that millions of tests were conducted monthly to monitor and control the virus's spread. Additionally, the increasing incidence of other infectious diseases, such as influenza and respiratory syncytial virus (RSV), has further boosted testing demand.

The RT-PCR market outlook indicates that Asia Pacific is expected to register the fastest growth in the coming years, supported by increasing incidence of infectious diseases and advancements in diagnostic technologies. According to the World Health Organization (WHO), the region reported nearly 700 million cases of infectious diseases in 2022, with projections indicating continued upward trends due to urbanization and population density, especially in countries such as India and China. In India, the Ministry of Health and Family Welfare reported over 200,000 new COVID-19 cases in early 2023, underlining the ongoing demand for effective diagnostic solutions. By 2024, the requirement for RT-PCR testing is expected to persist, particularly as respiratory infections continue to pose significant health challenges.

#### Integration of RT-PCR in Oncology for Biomarker-Driven Personalized Medicine to Provide Market Opportunities in Future

According to the World Health Organization (WHO), global cancer incidence reached 20 million new cases in 2022, rising to 20.3 million in 2023 and 20.5 million in 2024, with RT-PCR enabling oncogene profiling in 60% of cases for targeted therapies. In the US, the National Cancer Institute (NCI) reported 1.9 million new cases in 2022, increasing to 2.0 million in 2023 and 2.041 million in 2024, where RT-PCR validated biomarkers in 70% of precision trials. In Europe, the European Cancer Information System (ECIS) estimated 2.74 million new cases in the EU-27 in 2022, rising to 2.78 million in 2023 and 2.82 million in 2024, with RT-PCR facilitating gene fusion testing in 50% of lung cancer

diagnoses.

Recent product developments include the FDA's approval of Guardant Health's Guardant Reveal, an RT-PCR-based liquid biopsy for detecting colorectal cancer recurrence, in August 2024, following the company's oncology panel expansion in 2023. Additionally, the European Medicines Agency (EMA) authorized Roche's FoundationOne CDx in 2023 for RT-PCR-based gene fusion testing. Other instances encompass the NIH's 2024 allocation of US\$200 million for precision oncology, where RT-PCR validated biomarkers in 500 studies in 2023, improving targeted therapy accuracy by 25%. These innovations present opportunities for RT-PCR in companion diagnostics, advancing tailored cancer care.

World Health Organization (WHO), Centers for Disease Control and Prevention (CDC), National Institutes of Health (NIH), American Chemical Society Publications, The U.S. Centers for Medicare & Medicaid Services (CMS), US Department of Health & Human Services, Public Health Agency of Canada (PHAC), French National Institute of Health and Medical Research (INSERM), Italian National Institute of Health (ISS), The Korean Journal of Internal Medicine, the Saudi Press Agency (SPA), UAE Ministry of Health and Prevention (MOHAP) are among the primary and secondary sources referred to while preparing the RT-PCR Market report.

### **Reason to buy**

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global RT-PCR market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global RT-PCR market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global RT-PCR market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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