

# **South & Central America 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 South & Central America lateral flow assay market is expected to grow from US\$ 512.60 million in 2023 to US\$ 700.35 million by 2028. It is estimated to record a CAGR of 6.4% from 2023 to 2028.

Rising Popularity of Point-of-Care Testing Fuels South & Central America Lateral Flow Assay Market

Lateral flow assay-based point-of-care (POC) diagnostic tools are rapid, easy-to-use, and low-cost paper-based procedures, which are specifically perceived to be beneficial in resource-limited settings and industrialized countries. These tests are increasingly replacing prolonged, conventional laboratory methods. No training and complex infrastructures are required to run POC diagnostic tests. Thus, these tests cost less than conventional laboratory diagnostic techniques. POC testing tools are expected to

be a crucial revenue pocket in the lateral flow assay market because of their prominent role in combating the burgeoning disease burden. Many companies are engaged in developing innovative lateral flow assay-based POC devices for infectious disease diagnosis, drugs-of-abuse screening, pregnancy (using hCG levels) and ovulation confirmation, and blood protein marker measurement. The rising popularity of POC testing and ongoing developments in lateral flow assay-based POC testing fuel the growth of the South & Central America lateral flow assay market .

## South & Central America Lateral Flow Assay Market Overview

The South & Central America lateral flow assay market is segmented into Brazil, Argentina, and the Rest of South & Central America. The region is witnessing an increase in the adoption of lateral flow assay-based rapid antigen test kits with the rise in incidence of infectious diseases. Brazil has a well-established medical device industry IN South & Central America; it is the largest importer of medical products for the US. The International Trade Administration of the US Department of Commerce reported that Brazil increased imports of medical devices by 12.9% in 2020, which pushed the total value of imports to US\$ 6.2 billion. The Brazilian National Health Surveillance Agency (ANVISA) regulates the safe usage of medical devices and in vitro diagnostic (IVD) products in this country. In January 2022, ANVISA approved a new regulation to allow the distribution and sale of at-home self-test kits to detect SARS-CoV-2. ANVISA also notified Brazilian Registration Holders (BRH) to register any COVID-19 rapid antigen self-test device before importing, marketing, or distributing across the nation. Thus, the approval of regulation to distribute and sell COVID-19 rapid test kits fueled the lateral flow assay market growth in Brazil.

Various types of lateral flow devices (LFD) are used in Brazil to evaluate the environmental/surface samples qualitatively. For example, Bioavid Lateral Flow Brazil Nut assay helps detect small amounts of nut contaminations. Similarly, the AgraStrip Brazil nut test kit helps detect nut residues in raw materials, food products, beverages, and environmental samples on-site. Thus, the increasing incidence of diseases such as syphilis and chikungunya, growing applications of lateral flow devices in the food industry, and rising health expenditure are the notable factors propelling the growth of the lateral flow assay market in Brazil.

## South & Central America Lateral Flow Assay Market Revenue and Forecast to 2028 (US\$ Million)

### South & Central America Lateral Flow Assay Market Segmentation

The South & Central America lateral flow assay market is segmented on the basis of product type, application, technology, end user, and country.

Based on product type, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America 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 South & Central America lateral flow assay market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Brazil dominated the market in this region in 2023.

Abbott Laboratories, 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 South & Central America lateral flow assay market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
  - 1.3.1 South & Central America Lateral Flow Assay Market – by Product Type
  - 1.3.2 South & Central America Lateral Flow Assay Market – by Application
  - 1.3.3 South & Central America Lateral Flow Assay Market – by Technology
  - 1.3.4 South & Central America Lateral Flow Assay Market – by End User
  - 1.3.5 South & Central America Lateral Flow Assay Market – by Country

### **2. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET – KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET – MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 South & Central America PEST Analysis
- 4.3 Expert's Opinion

### **5. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Increasing Use of Home-Based Assay Kits
  - 5.1.2 Rising Popularity of Point-of-Care Testing
- 5.2 Market Restraints
  - 5.2.1 Inconsistent Assay Results Due to Procedural Limitations
- 5.3 Market Opportunities
  - 5.3.1 Evolving Applications of Lateral Flow Assays

## 5.4 Future Trends

### 5.4.1 Smartphone Usage and AI Integration in Lateral Flow Immunoassay

## 5.5 Impact analysis

## **6. LATERAL FLOW ASSAY MARKET – SOUTH & CENTRAL AMERICA ANALYSIS**

### 6.1 South & Central America Lateral Flow Assay Market Revenue Forecast and Analysis

## **7. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS – BY PRODUCT TYPE**

### 7.1 Overview

### 7.2 Kits & Reagents

#### 7.2.1 Overview

#### 7.2.2 Kits & Reagents: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

### 7.3 Lateral Flow Readers

#### 7.3.1 Overview

#### 7.3.2 Lateral Flow Readers: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 7.3.2.1 Portable/Handheld Reader

###### 7.3.2.1.1 Overview

###### 7.3.2.1.2 Portable/Handheld Reader: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 7.3.2.2 Benchtop

###### 7.3.2.2.1 Overview

###### 7.3.2.2.2 Benchtop: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS – BY APPLICATION**

### 8.1 Overview

### 8.2 South & Central America Lateral Flow Assay Market Revenue Share, by Application (2022 and 2028)

### 8.3 Clinical Testing

#### 8.3.1 Overview

#### 8.3.2 Clinical Testing: South & Central America Lateral Flow Assay Market – Revenue

and Forecast to 2028 (US\$ Million)

#### 8.4 Veterinary Diagnostics

##### 8.4.1 Overview

8.4.2 Veterinary Diagnostics: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.4.3 Companion Animal

###### 8.4.3.1 Overview

8.4.3.2 Companion Animal: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.4.4 Livestock Animal

###### 8.4.4.1 Overview

8.4.4.2 Livestock Animal: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

#### 8.5 Food Safety and Environment Testing

##### 8.5.1 Overview

8.5.2 Food Safety and Environment Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

#### 8.6 Drug Development and Quality Testing

##### 8.6.1 Overview

8.6.2 Drug Development and Quality Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.6.3 Infectious Diseases Testing

###### 8.6.3.1 Overview

8.6.3.2 Infectious Diseases Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.6.4 Cardiac Marker Testing

###### 8.6.4.1 Overview

8.6.4.2 Cardiac Market Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.6.5 Pregnancy and Fertility Testing

###### 8.6.5.1 Overview

8.6.5.2 Pregnancy and Fertility Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.6.6 Cholesterol Testing/Lipid Profile

###### 8.6.6.1 Overview

8.6.6.2 Cholesterol Testing/Lipid Profile: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

##### 8.6.7 Drug of Abuse Testing

###### 8.6.7.1 Overview

8.6.7.2 Drug of Abuse Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

8.6.8 Others

8.6.8.1 Overview

8.6.8.2 Others: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS – BY TECHNOLOGY**

9.1 Overview

9.2 Sandwich Assays

9.2.1 Overview

9.2.2 Sandwich Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

9.3 Competitive Assays

9.3.1 Overview

9.3.2 Competitive Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

9.4 Multiplex Detection Assays

9.4.1 Overview

9.4.2 Multiplex Detection Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

## **10. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS – BY END USER**

10.1 Overview

10.2 Hospitals & Clinics

10.2.1 Overview

10.2.2 Hospitals & Clinics: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

10.3 Pharmaceutical & Biotechnology Companies

10.3.1 Overview

10.3.2 Pharmaceutical & Biotechnology Companies: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

10.4 Diagnostic Laboratories

10.4.1 Overview

10.4.2 Diagnostic Laboratories: South & Central America Lateral Flow Assays Market

– Revenue and Forecast to 2028 (US\$ Million)

10.5 Home Care

10.5.1 Overview

10.5.2 Home Care: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

10.6 Veterinary Clinics

10.6.1 Overview

10.6.2 Veterinary Clinics: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

10.7 Others

10.7.1 Overview

10.7.2 Others: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

## **11. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET COUNTRY ANALYSIS**

11.1 Overview

11.1.1 South and Central America South & Central America Lateral Flow Assay Market, By Country, 2022 & 2028 (%)

11.1.1.1 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.1.1 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.1.2 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.1.2.1 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.1.2.2 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

11.1.1.1.3 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.1.4 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.1.5 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.1.6 Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

11.1.1.2 Argentina: South & Central America Lateral Flow Assay Market Revenue



and Forecasts to 2028 (US\$ Mn)

11.1.1.2.1 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.2.2 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.2.2.1 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.2.2.2 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

11.1.1.2.3 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.2.4 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.2.5 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.2.6 Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

11.1.1.3 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.3.1 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

11.1.1.3.2 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

11.1.1.3.2.1 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

11.1.1.3.2.2 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

11.1.1.3.3 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

11.1.1.3.4 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

11.1.1.3.5 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

11.1.1.3.6 Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

## **12. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET—INDUSTRY LANDSCAPE**

12.1 Overview

12.2 Growth Strategies in the South & Central America Lateral Flow Assay Market

12.3 Inorganic Growth Strategies

12.3.1 Overview

12.4 Organic Growth Strategies

12.4.1 Overview

## **13. COMPANY PROFILE**

13.1 Hoffmann-La Roche Ltd

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Thermo Fisher Scientific Inc

13.2.1 Key Facts

13.2.2 Business Description

13.2.3 Products and Services

13.2.4 Financial Overview

13.2.5 SWOT Analysis

13.2.6 Key Developments

13.3 Abbott Laboratories

13.3.1 Key Facts

13.3.2 Business Description

13.3.3 Products and Services

13.3.4 Financial Overview

13.3.5 SWOT Analysis

13.3.6 Key Developments

13.4 Merck KGaA

13.4.1 Key Facts

13.4.2 Business Description

13.4.3 Products and Services

13.4.4 Financial Overview

13.4.5 SWOT Analysis

13.4.6 Key Developments

13.5 Hologic Inc

- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 Qiagen NV
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 bioMerieux SA
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments
- 13.8 Bio-Rad Laboratories Inc
  - 13.8.1 Key Facts
  - 13.8.2 Business Description
  - 13.8.3 Products and Services
  - 13.8.4 Financial Overview
  - 13.8.5 SWOT Analysis
  - 13.8.6 Key Developments
- 13.9 Danaher Corp
  - 13.9.1 Key Facts
  - 13.9.2 Business Description
  - 13.9.3 Products and Services
  - 13.9.4 Financial Overview
  - 13.9.5 SWOT Analysis
  - 13.9.6 Key Developments

## **14. APPENDIX**

- 14.1 Glossary of Terms

## List Of Tables

### LIST OF TABLES

Table 1. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 2. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 3. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 4. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 5. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 6. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 7. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 8. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 9. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 10. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 11. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 12. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 13. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 14. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 15. Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Product Type (US\$ Mn)

Table 16. Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Lateral Flow Reader (US\$ Mn)

Table 17. Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028, By Application (US\$ Mn)

Table 18. Rest of South and Central America: South & Central America Lateral Flow

Assay Market Revenue and Forecasts to 2028, By Clinical Testing (US\$ Mn)

Table 19. Rest of South and Central America: South & Central America Lateral Flow

Assay Market Revenue and Forecasts to 2028, By Veterinary Diagnostics (US\$ Mn)

Table 20. Rest of South and Central America: South & Central America Lateral Flow

Assay Market Revenue and Forecasts to 2028, By Technology (US\$ Mn)

Table 21. Rest of South and Central America: South & Central America Lateral Flow

Assay Market Revenue and Forecasts to 2028, By End User (US\$ Mn)

Table 22. Recent Inorganic Growth Strategies in the South & Central America Lateral Flow Assay Market

Table 23. Recent Organic Growth Strategies in the South & Central America Lateral Flow Assay Market

Table 24. Glossary of Terms, Pulmonary Function Testing Systems Market

## List Of Figures

### LIST OF FIGURES

- Figure 1. South & Central America Lateral Flow Assay Market Segmentation
- Figure 2. South & Central America Lateral Flow Assay Market by Country
- Figure 3. South & Central America Lateral Flow Assay Market Overview
- Figure 4. Kits and Reagents is The Largest Share of Product Type Segment in South & Central America Lateral Flow Assay Market
- Figure 5. Argentina Expected to Show Remarkable Growth During Forecast Period
- Figure 6. South & Central America: PEST Analysis
- Figure 7. Experts' Opinion
- Figure 8. South & Central America Lateral Flow Assay Market Impact Analysis of Drivers and Restraints
- Figure 9. South & Central America Lateral Flow Assay Market – Revenue Forecast and Analysis – 2020–2028
- Figure 10. South & Central America Lateral Flow Assay Market, by Product, 2022 & 2028 (%)
- Figure 11. Kits & Reagents: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 12. Lateral Flow Readers: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 13. Portable/Handheld Reader: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 14. Benchtop: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 15. South & Central America Lateral Flow Assay Market Revenue Share, by Application (2022 and 2028)
- Figure 16. Clinical Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 17. Veterinary Diagnostics: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. Companion Animal: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. Livestock Animal: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 20. Food Safety and Environment Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. Drug Development and Quality Testing: South & Central America Lateral

Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 22. Infectious Diseases Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 23. Cardiac Market Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 24. Pregnancy and Fertility Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Cholesterol Testing/Lipid Profile: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Drug of Abuse Testing: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Others: South & Central America Lateral Flow Assay Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. South & Central America Lateral Flow Assay Market, by Technology, 2022 & 2028 (%)

Figure 29. Process of Sandwich Lateral Flow Assay

Figure 30. Sandwich Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 31. Process of Competitive Lateral Flow Assay

Figure 32. Competitive Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 33. Multiplex Detection Assays: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 34. South & Central America Lateral Flow Assay Market, by End User, 2022 & 2028 (%)

Figure 35. Hospitals & Clinics: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 36. Pharmaceutical & Biotechnology Companies: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 37. Diagnostic Laboratories: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 38. Home Care: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 39. Veterinary Clinics: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 40. Others: South & Central America Lateral Flow Assays Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 41. South and Central America South & Central America Lateral Flow Assay Market Revenue Overview, by Country, 2022 (US\$ Mn)

Figure 42. South and Central America South & Central America Lateral Flow Assay Market, By Country, 2022 & 2028 (%)

Figure 43. Brazil: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 44. Argentina: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 45. Rest of South and Central America: South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2028 (US\$ Mn)

Figure 46. Growth Strategies in the South & Central America Lateral Flow Assay Market



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