

# **South & Central America 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 South & Central America lateral flow assay market was valued at US\$ 511.69 million in 2022 and is expected to reach US\$ 837.33 million by 2030; it is estimated to register a CAGR of 6.3% from 2022 to 2030.

Evolving Applications of Lateral Flow Assays Fuel South & Central America Lateral Flow Assay Market

Lateral flow assays are widely used for infectious disease diagnosis, heart disease diagnosis, and veterinary applications. However, the scope of their applications has expanded in recent years. Behavioral health, saliva-based diagnostics, biological warfare (detection of *Bacillus anthracis*), environmental testing (detection of contaminating enzymes in production facilities), agriculture (detection of genetically modified organisms and quality control of plants), food microbiology (Detection of *E. coli*

O157, Salmonella, Listeria, and other food spoilage bacteria) have emerged as new application areas for lateral flow assays.

Atlas-Link Biotech (Beijing) provides FASPIT Antigen Saliva Test Kit. NOVA Test SARS-CoV-2 Antigen Saliva Test Kit (Colloidal Gold Immunochromatography) is a lateral flow assay that uses the double-antibody sandwich method to detect the SARS-CoV-2 nucleocapsid protein from saliva specimens from patients who are suspected of SARS-CoV-2 by a healthcare provider. Only certified laboratories that meet the requirements for performing moderate, high, or waived complexity tests can perform such saliva-based tests. The SARS-CoV-2 antigen saliva test kits provide preliminary test results, with negative results that don't preclude SARS-CoV-2 infection.

#### 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 increase in the adoption of lateral flow assay-based rapid antigen test kits, a rise in the incidence of infectious diseases, and increasing market developments are among the factors contributing to the market growth in the region.

Brazil has a well-established medical device industry. The country has the region's most significant medical industry and is the US's largest importer of medical products.

The International Trade Administration (the US Department of Commerce) reported that in 2020, Brazil increased imports of medical devices by 12.9%, reaching US\$ 6.2 billion in imports. The Brazilian National Health Surveillance Agency (ANVISA) regulates the safe usage of medical devices and in vitro diagnostic (IVD) products. In January 2022, ANVISA approved a new regulation allowing pharmacies and healthcare retailers to facilitate 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 in Brazil fueled the market growth.

#### South & Central America Lateral Flow Assay Market Revenue and Forecast to 2030 (US\$ Million)

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

The South & Central America lateral flow assay market is categorized into product type, technique, test type, application, end user, and country.

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

In terms of technique, the South & Central America lateral flow assay market is segmented into sandwich assay, competitive assays, and multiplex detection assay. The sandwich assay segment held the largest South & Central America lateral flow

assay market share in 2022.

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

Based on application, the South & Central America 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 South & Central America lateral flow assay market share in 2022.

By end user, the South & Central America 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 South & Central America lateral flow assay market share in 2022.

By country, the South & Central America lateral flow assay market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America 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 South & Central America lateral flow assay market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET - KEY INDUSTRY DYNAMICS**

- 4.1 South & Central America Lateral Flow Assay Market - Key Industry Dynamics
- 4.2 Market Drivers
  - 4.2.1 Increasing Use of Home-Based Assay Kits
  - 4.2.2 Rising Popularity of Point-of-Care Testing
- 4.3 Market Restraints
  - 4.3.1 Inconsistent Assay Results Due to Procedural Limitations
- 4.4 Market Opportunities
  - 4.4.1 Evolving Applications of Lateral Flow Assays
- 4.5 Future Trends
  - 4.5.1 Smartphone Usage and AI Integration in Lateral Flow Immunoassay
- 4.6 Impact analysis

### **5. LATERAL FLOW ASSAY MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

- 5.1 South & Central America Lateral Flow Assay Market Revenue (US\$ Mn), 2020 - 2030

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

*South & Central America Lateral Flow Assay Market Forecast to 2030 - Regional Analysis - by Product Type (Kits...*

## **PRODUCT TYPE**

### 6.1 Kits & Reagents

#### 6.1.1 Overview

6.1.2 Kits & Reagents: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 6.2 Lateral Flow Readers

#### 6.2.1 Overview

6.2.2 Lateral Flow Readers: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## **7. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS - TECHNIQUE**

### 7.1 Sandwich Assay

#### 7.1.1 Overview

7.1.2 Sandwich Assay: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Competitive Assays

#### 7.2.1 Overview

7.2.2 Competitive Assays: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.3 Multiplex Detection Assay

#### 7.3.1 Overview

7.3.2 Multiplex Detection Assay: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS - TEST TYPE**

### 8.1 Lateral Flow Immunoassay

#### 8.1.1 Overview

8.1.2 Lateral Flow Immunoassay: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Nucleic Acid Lateral Flow Assay

#### 8.2.1 Overview

8.2.2 Nucleic Acid Lateral Flow Assay: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA LATERAL FLOW ASSAY MARKET ANALYSIS - APPLICATION**

### 9.1 Clinical Testing

#### 9.1.1 Overview

9.1.2 Clinical Testing: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.2 Veterinary Diagnostics

#### 9.2.1 Overview

9.2.2 Veterinary Diagnostics: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.3 Food Safety & Environment Testing

#### 9.3.1 Overview

9.3.2 Food Safety & Environment Testing: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.4 Drug Development & Quality Testing

#### 9.4.1 Overview

9.4.2 Drug Development & Quality Testing: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

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

### 10.1 Hospitals and Clinics

#### 10.1.1 Overview

10.1.2 Hospitals and Clinics: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 10.2 Diagnostics Laboratories

#### 10.2.1 Overview

10.2.2 Diagnostics Laboratories: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 10.3 Homecare

#### 10.3.1 Overview

10.3.2 Homecare: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

### 10.4 Veterinary Clinics

#### 10.4.1 Overview

10.4.2 Veterinary Clinics: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## 10.5 Pharmaceutical & Biotechnology Companies

### 10.5.1 Overview

10.5.2 Pharmaceutical & Biotechnology Companies: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

## 10.6 Others

### 10.6.1 Overview

10.6.2 Others: South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030 (US\$ Million)

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

11.1 South & Central America Lateral Flow Assay Market, Revenue and Forecast to 2030

11.1.1 South & Central America Lateral Flow Assay Market Revenue and Forecasts and Analysis - By Country

11.1.1.1 Brazil: Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.1.1 Overview

11.1.1.1.2 Brazil Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.1.3 Brazil Lateral Flow Assay Market, by Product Type, 2020-2030 (US\$ Million)

11.1.1.1.4 Brazil Lateral Flow Assay Market, by Technique, 2020-2030 (US\$ Million)

11.1.1.1.5 Brazil Lateral Flow Assay Market, by Test Type, 2020-2030 (US\$ Million)

11.1.1.1.6 Brazil Lateral Flow Assay Market, by Application, 2020-2030 (US\$ Million)

11.1.1.1.7 Brazil Lateral Flow Assay Market, by End User, 2020-2030 (US\$ Million)

11.1.1.2 Argentina: Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.2.1 Overview

11.1.1.2.2 Argentina Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.2.3 Argentina Lateral Flow Assay Market, by Product Type, 2020-2030 (US\$ Million)

11.1.1.2.4 Argentina Lateral Flow Assay Market, by Technique, 2020-2030 (US\$ Million)

11.1.1.2.5 Argentina Lateral Flow Assay Market, by Test Type, 2020-2030 (US\$ Million)

11.1.1.2.6 Argentina Lateral Flow Assay Market, by Application, 2020-2030 (US\$



Million)

11.1.1.2.7 Argentina Lateral Flow Assay Market, by End User, 2020-2030 (US\$ Million)

11.1.1.3 Rest of South & Central America: Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.3.1 Overview

11.1.1.3.2 Rest of South & Central America Lateral Flow Assay Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.3.3 Rest of South & Central America Lateral Flow Assay Market, by Product Type, 2020-2030 (US\$ Million)

11.1.1.3.4 Rest of South & Central America Lateral Flow Assay Market, by Technique, 2020-2030 (US\$ Million)

11.1.1.3.5 Rest of South & Central America Lateral Flow Assay Market, by Test Type, 2020-2030 (US\$ Million)

11.1.1.3.6 Rest of South & Central America Lateral Flow Assay Market, by Application, 2020-2030 (US\$ Million)

11.1.1.3.7 Rest of South & Central America Lateral Flow Assay Market, by End User, 2020-2030 (US\$ Million)

## **12. INDUSTRY LANDSCAPE**

12.1 Overview

12.2 Growth Strategies in the Lateral Flow Assay Market

12.3 Organic Growth Strategies

12.3.1 Overview

12.4 Inorganic Growth Strategies

12.4.1 Overview

## **13. COMPANY PROFILES**

13.1 F. 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 Siemens Healthineers AG

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 Becton Dickinson and Co
  - 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 PerkinElmer Inc
  - 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 QuidelOrtho Corp
  - 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 Abbott Laboratories
  - 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
- 13.10 Merck KGaA
  - 13.10.1 Key Facts
  - 13.10.2 Business Description
  - 13.10.3 Products and Services
  - 13.10.4 Financial Overview
  - 13.10.5 SWOT Analysis
  - 13.10.6 Key Developments
- 13.11 Bio-Rad Laboratories Inc
  - 13.11.1 Key Facts
  - 13.11.2 Business Description
  - 13.11.3 Products and Services
  - 13.11.4 Financial Overview
  - 13.11.5 SWOT Analysis
  - 13.11.6 Key Developments
- 13.12 Thermo Fisher Scientific Inc
  - 13.12.1 Key Facts
  - 13.12.2 Business Description
  - 13.12.3 Products and Services
  - 13.12.4 Financial Overview
  - 13.12.5 SWOT Analysis
  - 13.12.6 Key Developments

## **14. APPENDIX**

14.1 About The Insight Partners

14.2 Glossary of Terms

## I would like to order

Product name: South & Central America 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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