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Nucleic Acid Amplification Testing Market: Current Analysis and Forecast (2025-2033)

https://marketpublishers.com/r/N9BD2DA07BA7EN.html
Date: July 2025
Pages: 135
Price: US$ 3,999.00 (Single User License)
ID: N9BD2DA07BA7EN

Abstracts

Nucleic Acid Amplification Testing (NAAT) is a laboratory technique of molecular diagnostics serving as a method of detecting the existence of particular genetic material (DNA or RNA) of a pathogen, viruses, bacteria, or other microorganisms. It can be used to amplify small amounts of nucleic acid to detectable levels, then identify the early and accurate diagnosis of infectious diseases, genetic diseases, and some cancer diseases. Examples of common NAAT methods are the Polymerase Chain Reaction (PCR), Isothermal Amplification, and Ligase Chain Reaction.

The Nucleic Acid Amplification Testing market is set to show a growth rate of about 10.58% during the forecast period (2025-2033F). The market for Nucleic Acid Amplification Testing (NAAT) is boosted by the fact that the world has been experiencing an increasing need for accurate, fast, and early diagnosis of infectious diseases, such as COVID-19, HIV, tuberculosis, and STIs. NAAT is versatile because of its high sensitivity and specificity in diagnosis as compared to traditional methods. The efforts made in the field of molecular technologies, increased use of point-of-care testing, enhanced usage in genetic and cancer diagnostics, and increased collaboration and partnership activities also contribute to the growth of the market. For instance, in May 2025, SynOligo Biotechnologies and Lumiphore announced a partnership to provide time-resolved luminescent oligos and assays for the nucleic acid amplification testing market (NAAT). The partnership aims to provide game-changing luminescent lanthanide-based oligo probes for diagnostics and life science research applications.

Based on the technology category, the market is categorized into PCR Tests, INAAT Tests, LCR Tests, and Others. Out of these, the PCR tests currently hold the largest market share in the NAAT market because of their high accuracy and sensitivity, along with popularity in clinical diagnostics. However, Isothermal

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Nucleic Acid Amplification Technology (INAAT) tests are expected to witness the fastest growth in the coming years, due to the properties of providing results with high speed, without requiring thermal cycling.

Based on the application category, the market is categorized into infectious disease testing, oncology testing, genetic testing, and others. Among these, the Infectious disease testing holds the largest share in the NAAT market, because of the extensive global burden expected to be caused by infectious diseases and the potential of NAAT in early diagnosis and outbreak control. However, genetic testing is expected to witness the fastest growth in the coming years, due to the growing trend of personalized medicine, awareness of hereditary diseases, and the overall improvement in the genomic industry.

Based on the end-user category, the market is categorized into hospitals and clinics, diagnostic centers, academic and government institutes, and others. Among these, the hospitals and clinics currently hold the largest market share in the NAAT market because of the high numbers of patients, established laboratory infrastructure, and the ability to carry out more intricate laboratory tests themselves. However, diagnostic centers are expected to witness the fastest growth in the coming years due to their improved specialization, rapid turnaround times, and the rising preference by people seeking outpatient diagnostic services.

For a better understanding of the adoption of nucleic acid amplification testing, the market is analyzed based on its worldwide adoption in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and the Rest of Asia-Pacific), and Rest of World. Among these, the North America nucleic acid amplification testing market holds the largest market share due to its advanced healthcare infrastructure, high testing volumes, and strong presence of leading diagnostic companies. However, the Asia-Pacific region is expected to grow significantly in the future, driven by the growing levels of awareness about healthcare and the spread of infectious diseases, as well as the rising number of diagnostic facilities.

Some major players running in the market include F. Hoffmann-La Roche Ltd., Bio-Rad Laboratories, Agilent Technologies, Inc., Thermo Fisher Scientific Inc., Promega Corporation, Abbott Laboratories, GENOMTEC, Hologic, Inc., Ustar Biotechnologies, and SD Biosensor, Inc.

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Contents

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11 VALUE CHAIN ANALYSIS

12 COMPETITIVE LANDSCAPE

13 COMPANY PROFILES

14 ACRONYMS & ASSUMPTION

15 ANNEXURE

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