

# **HIV AIDS Testing Market Size, Trends, Analysis, and Outlook By Product (Consumables, Instruments, Software and Services), By Test (Antibody Tests, Viral Load Tests, CD4 Tests, Tests for Early Infant Diagnosis, Tests for Viral Identification), By End-User (Diagnostic Laboratories, Hospitals, Blood Banks, Home Care Settings, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global HIV AIDS Testing market size is poised to register 10.92% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global HIV AIDS Testing market By Product (Consumables, Instruments, Software and Services), By Test (Antibody Tests, Viral Load Tests, CD4 Tests, Tests for Early Infant Diagnosis, Tests for Viral Identification), By End-User (Diagnostic Laboratories, Hospitals, Blood Banks, Home Care Settings, Others).

The future of HIV/AIDS testing is driven by advancements in point-of-care diagnostics, serological assays, and molecular testing technologies aimed at improving access, accuracy, and early detection of HIV infection, facilitating timely linkage to care and treatment initiation. Key trends include the development of rapid diagnostic tests (RDTs) and self-testing kits for HIV antibody detection, enabling decentralized testing in community settings, pharmacies, and outreach programs. Additionally, the integration of nucleic acid amplification techniques, such as polymerase chain reaction (PCR) and loop-mediated isothermal amplification (LAMP), allows for sensitive and specific detection of HIV RNA or DNA, particularly in acute and early-stage infections. Moreover,

efforts to implement innovative testing strategies, including HIV screening in non-traditional settings and implementation of pre-exposure prophylaxis (PrEP) programs, aim to expand HIV testing coverage, reduce stigma, and promote awareness of HIV prevention and treatment options among at-risk populations..

## HIV AIDS Testing Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The HIV AIDS Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of HIV AIDS Testing survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the HIV AIDS Testing industry.

## Key market trends defining the global HIV AIDS Testing demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## HIV AIDS Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The HIV AIDS Testing industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support HIV AIDS Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the HIV AIDS Testing industry

Leading HIV AIDS Testing companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report

provides key strategies opted for by the top 10 HIV AIDS Testing companies.

### HIV AIDS Testing Market Study- Strategic Analysis Review

The HIV AIDS Testing market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### HIV AIDS Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The HIV AIDS Testing industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### HIV AIDS Testing Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

**North America HIV AIDS Testing Market Size Outlook- Companies plan for focused investments in a changing environment**

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various HIV AIDS Testing market segments. Similarly, Strong end-user demand is encouraging Canadian HIV AIDS Testing companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico HIV AIDS Testing market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe HIV AIDS Testing Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European HIV AIDS Testing industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European HIV AIDS Testing market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific HIV AIDS Testing Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for HIV AIDS Testing in Asia Pacific. In particular, China, India, and South East Asian HIV AIDS Testing markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America HIV AIDS Testing Market Size Outlook- Continued urbanization and

## rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

## Middle East and Africa HIV AIDS Testing Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East HIV AIDS Testing market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for HIV AIDS Testing.

## HIV AIDS Testing Market Company Profiles

The global HIV AIDS Testing market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Abbott Laboratories, AbbVie Inc, Alere Inc, BD Biosciences, Beckman Coulter, Bristol-Myers Squibb, Gilead Sciences, Janssen Therapeutics, Merck and Co. Inc, VIIV Healthcare.

## Recent HIV AIDS Testing Market Developments

The global HIV AIDS Testing market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## HIV AIDS Testing Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local

Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

## Point-of-Pare (PoC) Ultrasound Systems

### By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

### By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

### Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Abbott Laboratories

AbbVie Inc

Alere Inc

BD Biosciences

Beckman Coulter

Bristol-Myers Squibb

Gilead Sciences

Janssen Therapeutics

Merck and Co. Inc

VIIV Healthcare

Formats Available: Excel, PDF, and PPT



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Trolley or Cart-Based Ultrasound Systems  
Compact/Handheld Ultrasound Systems  
Point-of-Pare (PoC) Ultrasound Systems  
By Application  
Radiology or General Imaging  
Obstetrics or Gynecology  
Cardiology  
Urology  
Vascular  
Orthopedic and Musculoskeletal  
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Beckman Coulter

Bristol-Myers Squibb

Gilead Sciences

Janssen Therapeutics

Merck and Co. Inc

VIIV Healthcare

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