

**Immunoassay Market Size, Trends, Analysis, and Outlook By Product (Reagents & Kits, Analyzers Type, Analyzers Purchase Mode), By Technology (ELISA, Chemiluminescence Immunoassay (CLIA), Immunofluorescence assay (IFA), Rapid Tests, ELISpot, Western Blotting, Others), By Specimen (Blood, Saliva, Urine, Others), By Application (Infectious Diseases, Endocrinology, Oncology, Bone & Mineral Disorders, Cardiology, Blood Screening, Autoimmune Disorders, Allergy Diagnostics, Toxicology, Newborn Screening, Others), By End User, Hospitals & Clinics, Clinical Laboratories, Pharmaceutical & Biotechnology Companies and CROs, Blood Banks, Research & Academic Laboratories, Home Care Settings), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Immunoassay market size is poised to register 6.22% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Immunoassay market across By Product (Reagents & Kits, Analyzers Type, Analyzers Purchase Mode), By Technology (ELISA, Chemiluminescence Immunoassay (CLIA), Immunofluorescence assay (IFA), Rapid

Tests, ELISpot, Western Blotting, Others), By Specimen (Blood, Saliva, Urine, Others), By Application (Infectious Diseases, Endocrinology, Oncology, Bone & Mineral Disorders, Cardiology, Blood Screening, Autoimmune Disorders, Allergy Diagnostics, Toxicology, Newborn Screening, Others), By End User, Hospitals & Clinics, Clinical Laboratories, Pharmaceutical & Biotechnology Companies and CROs, Blood Banks, Research & Academic Laboratories, Home Care Settings).

The immunoassay market is witnessing significant growth driven by increasing prevalence of chronic and infectious diseases, expanding applications in diagnostics and drug development, and advancements in immunochemistry and automation technologies. Immunoassays are biochemical tests used to detect and quantify specific molecules in biological samples based on antigen-antibody interactions, making them valuable tools for disease diagnosis, monitoring, and research purposes. Factors such as the growing demand for point-of-care testing, rising adoption of immunoassay techniques in clinical laboratories and research institutions, and expanding applications in oncology, infectious diseases, and autoimmune disorders are driving market expansion. Additionally, advancements in assay sensitivity and specificity, increasing use of multiplex immunoassay platforms, and expanding market penetration in emerging economies are further fueling market growth. Moreover, rising investments in biomarker discovery and validation, growing demand for high-throughput screening assays, and expanding collaborations between diagnostics companies and pharmaceutical manufacturers are expected to drive market growth in the coming years. Furthermore, efforts to develop novel immunoassay formats, enhance assay performance and reproducibility, and address regulatory challenges related to assay validation and standardization are likely to accelerate market expansion.

### Immunoassay 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 Immunoassay market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Immunoassay 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 Immunoassay industry.

### Key market trends defining the global Immunoassay 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.

### Immunoassay Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Immunoassay 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 Immunoassay companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Immunoassay industry

Leading Immunoassay 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 Immunoassay companies.

### Immunoassay Market Study- Strategic Analysis Review

The Immunoassay 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.

### Immunoassay Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Immunoassay 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.

### Immunoassay 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 Immunoassay 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 Immunoassay market segments. Similarly, Strong end-user demand is encouraging Canadian Immunoassay companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Immunoassay market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Immunoassay Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Immunoassay 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 Immunoassay

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 Immunoassay 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 Immunoassay in Asia Pacific. In particular, China, India, and South East Asian Immunoassay 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 Immunoassay 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 Immunoassay 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 Immunoassay market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Immunoassay.

**Immunoassay Market Company Profiles**

The global Immunoassay 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, Siemens Healthineers, Danaher Corporation, bioMérieux SA, Quidel Corporation, Sysmex Corporation, Ortho Clinical Diagnostics, Bio-Rad Laboratories, Inc., F. Hoffmann-La Roche AG, Becton, Dickinson, and Company, Thermo Fisher Scientific, Inc.

## Recent Immunoassay Market Developments

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

## Immunoassay 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 Product

#### Reagents & Kits

-ELISA Reagents & Kits

-CLIA Reagents & Kits

-IFA Reagents & Kits

-Rapid Test Reagent & Kits

-ELISpot Reagent & Kits

-Western Blot Reagent & Kits

-Others

### Analyzers Type

-Open-ended Systems

-Closed-ended Systems

### Analyzers Purchase Mode

-Rental Purchase

-Outright Purchase

### By Technology

#### ELISA

#### Chemiluminescence Immunoassay (CLIA)

#### Immunofluorescence assay (IFA)

Rapid Tests

ELISpot

Western Blotting

Others

By Specimen

Blood

Saliva

Urine

Others

By Application

Infectious Diseases

Endocrinology

Oncology

Bone & Mineral Disorders

Cardiology

Blood Screening

Autoimmune Disorders

Allergy Diagnostics

Toxicology



Newborn Screening

Others

By End User

Hospitals & Clinics

Clinical Laboratories

Pharmaceutical & Biotechnology Companies and CROs

Blood Banks

Research & Academic Laboratories

Home Care Settings

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott

Siemens Healthineers

Danaher Corporation

bioMérieux SA

Quidel Corporation

Sysmex Corporation

Ortho Clinical Diagnostics

Bio-Rad Laboratories, Inc.

F. Hoffmann-La Roche AG

Becton, Dickinson, and Company

Thermo Fisher Scientific, Inc.

Formats Available: Excel, PDF, and PPT

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      - CLIA Reagents & Kits

- IFA Reagents & Kits
- Rapid Test Reagent & Kits
- ELISpot Reagent & Kits
- Western Blot Reagent & Kits
- Others
- Analyzers Type
  - Open-ended Systems
  - Closed-ended Systems
- Analyzers Purchase Mode
  - Rental Purchase
  - Outright Purchase
- By Technology
  - ELISA
  - Chemiluminescence Immunoassay (CLIA)
  - Immunofluorescence assay (IFA)
  - Rapid Tests
  - ELISpot
  - Western Blotting
  - Others
- By Specimen
  - Blood
  - Saliva
  - Urine
  - Others
- By Application
  - Infectious Diseases
  - Endocrinology
  - Oncology
  - Bone & Mineral Disorders
  - Cardiology
  - Blood Screening
  - Autoimmune Disorders
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Pharmaceutical & Biotechnology Companies and CROs

Blood Banks

Research & Academic Laboratories

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Abbott

Siemens Healthineers

Danaher Corporation

bioMérieux SA

Quidel Corporation

Sysmex Corporation

Ortho Clinical Diagnostics

Bio-Rad Laboratories, Inc.

F. Hoffmann-La Roche AG

Becton, Dickinson, and Company

Thermo Fisher Scientific, Inc.

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