

# **In Vitro Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Instruments, Reagents, Services), By Technology (Immunoassay, Hematology, Clinical Chemistry, Molecular Diagnostics, Coagulation, Microbiology, Others), By Application (Infectious Diseases, Diabetes, Oncology, Cardiology, Nephrology, Autoimmune Diseases, Drug Testing, Others), By Test Location (Point of Care, Home-care, Others), By End-user (Hospitals, Laboratory, Home-care, Others)), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global In Vitro Diagnostics market size is poised to register 4.03% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global In Vitro Diagnostics market across By Product (Instruments, Reagents, Services), By Technology (Immunoassay, Hematology, Clinical Chemistry, Molecular Diagnostics, Coagulation, Microbiology, Others), By Application (Infectious Diseases, Diabetes, Oncology, Cardiology, Nephrology, Autoimmune Diseases, Drug Testing, Others), By Test Location (Point of Care, Home-care, Others), By End-user (Hospitals, Laboratory, Home-care, Others)).

The in vitro diagnostics market is witnessing robust growth driven by increasing prevalence of infectious diseases and chronic conditions, rising demand for early and accurate disease diagnosis, and advancements in diagnostic technologies and personalized medicine. In vitro diagnostics (IVD) refer to medical devices and reagents

used to perform tests on biological specimens outside the human body, enabling healthcare professionals to detect diseases, monitor treatment responses, and guide patient management decisions. Factors such as the growing geriatric population, rising incidence of lifestyle-related diseases, and expanding applications in oncology, infectious diseases, and autoimmune disorders are driving market expansion. Additionally, advancements in molecular diagnostics, point-of-care testing, and laboratory automation, increasing adoption of personalized medicine approaches, and expanding use of IVD tests in drug development and clinical trials are further fueling market growth. Moreover, rising healthcare expenditure on preventive healthcare services, growing demand for rapid and accurate diagnostic tests, and expanding market penetration in emerging economies are expected to drive market growth in the coming years. Furthermore, efforts to develop innovative IVD platforms, enhance assay performance and usability, and address regulatory compliance and quality assurance requirements are likely to accelerate market expansion.

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

## Key market trends defining the global In Vitro Diagnostics 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.

## In Vitro Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

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

Key strategies adopted by companies within the In Vitro Diagnostics industry

Leading In Vitro Diagnostics 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 In Vitro Diagnostics companies.

In Vitro Diagnostics Market Study- Strategic Analysis Review

The In Vitro Diagnostics 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.

In Vitro Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The In Vitro Diagnostics 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.

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

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

The German industry remains the major market for companies in the European In Vitro Diagnostics 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 In Vitro Diagnostics 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 In Vitro Diagnostics 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 In Vitro Diagnostics in Asia Pacific. In particular, China, India, and South East Asian In Vitro Diagnostics 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 In Vitro Diagnostics 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 In Vitro Diagnostics 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 In Vitro Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for In Vitro Diagnostics.

**In Vitro Diagnostics Market Company Profiles**

The global In Vitro Diagnostics 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, Agilent Technologies, Inc., BD, Bio-Rad Laboratories, Inc., bioMérieux SA, Charles River Laboratories, Danaher Corporation, F. Hoffmann-La Roche Ltd., Ortho Corporation, Qiagen, Quest Diagnostics Incorporated, Siemens Healthineers AG, Sysmex Corporation

**Recent In Vitro Diagnostics Market Developments**

*In Vitro Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Instruments, Reagents, Services),...*

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

## In Vitro Diagnostics 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

Instruments

Reagents

Services

By Technology

Immunoassay

Hematology

Clinical Chemistry

Molecular Diagnostics

Coagulation

Microbiology

Others

By Application

Infectious Diseases

Diabetes

Oncology

Cardiology

Nephrology

Autoimmune Diseases

Drug Testing

Others

By Test Location

Point of Care

Home-care

Others

By End-use

Hospitals

Laboratory

Home-care

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

Agilent Technologies, Inc.

BD

Bio-Rad Laboratories, Inc.



bioMérieux SA

Charles River Laboratories

Danaher Corporation

F. Hoffmann-La Roche Ltd.

Ortho Corporation

Qiagen

Quest Diagnostics Incorporated

Siemens Healthineers AG

Sysmex Corporation

Formats Available: Excel, PDF, and PPT

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    - Reagents
    - Services

By Technology

Immunoassay

Hematology

Clinical Chemistry

Molecular Diagnostics

Coagulation

Microbiology

Others

By Application

Infectious Diseases

Diabetes

Oncology

Cardiology

Nephrology

Autoimmune Diseases

Drug Testing

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Home-care

Others

By End-use

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Laboratory

Home-care

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Abbott

Agilent Technologies, Inc.

BD

Bio-Rad Laboratories, Inc.

bioMérieux SA

Charles River Laboratories

Danaher Corporation

F. Hoffmann-La Roche Ltd.

Ortho Corporation

Qiagen

Quest Diagnostics Incorporated

Siemens Healthineers AG  
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