

# **Influenza Diagnostics Market Size, Trends, Analysis, and Outlook By Test Type(RIDT, RT-PCR, Cell Culture, Others), by End userr(Hospitals, POCT, Laboratories), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Influenza Diagnostics market size is poised to register 7.4% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Influenza Diagnostics market across By Test Type(RIDT, RT-PCR, Cell Culture, Others), by End userr(Hospitals, POCT, Laboratories).

The Influenza Diagnostics market is witnessing rapid growth due to the seasonal and pandemic threat posed by influenza viruses, increasing demand for rapid and accurate diagnostic tests, and advancements in diagnostic technologies. Influenza, commonly known as the flu, is a contagious respiratory illness caused by influenza viruses, with symptoms ranging from mild to severe and potentially life-threatening complications. Factors such as the unpredictability of influenza outbreaks, the need for early detection and containment measures, and the emergence of novel influenza strains with pandemic potential are driving the demand for influenza diagnostics. Additionally, advancements in molecular testing, antigen detection, and point-of-care testing platforms are facilitating the development of sensitive and specific diagnostic assays for influenza viruses. Moreover, the growing awareness about the importance of influenza vaccination, the expanding use of diagnostic testing in healthcare settings, and the implementation of influenza surveillance programs by public health authorities are driving market growth. Furthermore, efforts to develop multiplex assays for detecting multiple respiratory pathogens, improve test sensitivity and specificity, and enhance the availability and accessibility of influenza diagnostics are expected to further accelerate

market expansion in the coming years.

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

## Key market trends defining the global Influenza 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.

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

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

## Key strategies adopted by companies within the Influenza Diagnostics industry

Leading Influenza 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 Influenza Diagnostics companies.

## Influenza Diagnostics Market Study- Strategic Analysis Review

The Influenza 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.

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

The Influenza 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.

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

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

Influenza Diagnostics Market Company Profiles

The global Influenza 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 3M Company, Abbott Laboratories, Becton, Dickinson and Company (BD), Meridian Bioscience, Inc., Quidel Corporation, F. Hoffmann-La Roche Ltd, SA Scientific Ltd, SEKISUI Diagnostics, Thermo Fisher Scientific, Inc., Hologic, Inc.

Recent Influenza Diagnostics Market Developments

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

Influenza 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 Test Type Outlook

RIDT

RT-PCR

Cell Culture

Others

By End userr

Hospitals

POCT

Laboratories

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

3M Company

AbbottLaboratories

Becton, Dickinson and Company (BD)

Meridian Bioscience, Inc.

Quidel Corporation

F. Hoffmann-La Roche Ltd

SA Scientific Ltd

SEKISUI Diagnostics

Thermo Fisher Scientific, Inc.

Hologic, Inc.

Formats Available: Excel, PDF, and PPT

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Becton, Dickinson and Company (BD)  
Meridian Bioscience, Inc.  
Quidel Corporation  
F. Hoffmann-La Roche Ltd  
SA Scientific Ltd  
SEKISUI Diagnostics  
Thermo Fisher Scientific, Inc.  
Hologic, Inc.

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