

# **Non-Invasive Prenatal Testing Market Size, Trends, Analysis, and Outlook By Gestation Period (0 to 12 Weeks, 13 to 24 Weeks, 25 to 36 Weeks), By Pregnancy Risk (High & Average Risk, Low Risk), By Method (Ultrasound Detection, Biochemical Screening Tests, Cell-Free DNA in Maternal Plasma Tests), By Technology , NGS, Array Technology, PCR, Others), By Product (Consumables & Reagents, Instruments), By Application (Trisomy, Microdeletion Syndrome, Other Applications), By End-user (Hospitals & Clinics, Diagnostic Laboratories, by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Non-Invasive Prenatal Testing market size is poised to register 13.46% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Non-Invasive Prenatal Testing market across By Gestation Period (0 to 12 Weeks, 13 to 24 Weeks, 25 to 36 Weeks), By Pregnancy Risk (High & Average Risk, Low Risk), By Method (Ultrasound Detection, Biochemical Screening Tests, Cell-Free DNA in Maternal Plasma Tests), By Technology , NGS, Array Technology, PCR, Others), By Product (Consumables & Reagents, Instruments), By Application (Trisomy, Microdeletion Syndrome, Other Applications), By End-user (Hospitals & Clinics, Diagnostic Laboratories.

The Non-Invasive Prenatal Testing (NIPT) market is witnessing significant growth driven

by increasing maternal age, growing demand for early and accurate prenatal screening, and technological advancements in genetic testing. NIPT involves the analysis of cell-free fetal DNA in maternal blood to screen for chromosomal abnormalities such as Down syndrome, Edwards syndrome, and Patau syndrome in the fetus. Factors such as the rising awareness of prenatal screening options, the shift towards non-invasive testing methods, and the availability of high-throughput sequencing technologies are driving market expansion. Additionally, advancements in bioinformatics, next-generation sequencing (NGS), and single-nucleotide polymorphism (SNP) analysis, along with the development of multi-marker screening panels and expanded testing options for rare genetic conditions, are fueling innovation in the market. Moreover, the increasing adoption of NIPT in routine prenatal care, the expansion of reimbursement coverage for NIPT by healthcare payers, and the integration of NIPT into national prenatal screening programs are driving market growth. Furthermore, efforts to enhance test accuracy, expand testing indications, and address regulatory and ethical considerations surrounding prenatal genetic testing are expected to further propel market growth in the foreseeable future.

## Non-Invasive Prenatal 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 Non-Invasive Prenatal Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Non-Invasive Prenatal 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 Non-Invasive Prenatal Testing industry.

## Key market trends defining the global Non-Invasive Prenatal 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.

## Non-Invasive Prenatal Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Non-Invasive Prenatal 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 Non-Invasive Prenatal Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Non-Invasive Prenatal Testing industry

Leading Non-Invasive Prenatal 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 Non-Invasive Prenatal Testing companies.

Non-Invasive Prenatal Testing Market Study- Strategic Analysis Review

The Non-Invasive Prenatal 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.

Non-Invasive Prenatal Testing Market Size Outlook- Historic and Forecast Revenue in

## Three Cases

The Non-Invasive Prenatal 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.

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

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

**Non-Invasive Prenatal Testing Market Company Profiles**

The global Non-Invasive Prenatal 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 Genesis

Genetics, Natera, Inc., Eurofins LifeCodexx GmbH, Illumina, Inc, Centogene N.V., MedGenome Labs Ltd., Myriad Women's Health, Inc, F. Hoffmann-La Roche Ltd, Qiagen, Laboratory Corp. of America Holdings, Progenity, Inc., Quest Diagnostics, Inc.

## Recent Non-Invasive Prenatal Testing Market Developments

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

## Non-Invasive Prenatal 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 Gestation Period

0 to 12 Weeks

13 to 24 Weeks

25 to 36 Weeks

## By Pregnancy Risk

High & Average Risk

Low Risk

## By Method

Ultrasound Detection

Biochemical Screening Tests

Cell-Free DNA in Maternal Plasma Tests

## By Technology

NGS

Array Technology

PCR

Others

## By Product

Consumables & Reagents

Instruments

## By Application

Trisomy

Microdeletion Syndrome

Other Applications

By End-user

Hospitals & Clinics

Diagnostic Laboratories

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Genesis Genetics

Natera, Inc.

Eurofins LifeCodexx GmbH

Illumina, Inc

Centogene N.V.

MedGenome Labs Ltd.



Myriad Women's Health, Inc

F. Hoffmann-La Roche Ltd

Qiagen

Laboratory Corp. of America Holdings

Progenity, Inc.

Quest Diagnostics, Inc.

Formats Available: Excel, PDF, and PPT

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By Pregnancy Risk

High & Average Risk

Low Risk

By Method

Ultrasound Detection

Biochemical Screening Tests

Cell-Free DNA in Maternal Plasma Tests

By Technology

NGS

Array Technology

PCR

Others

By Product

Consumables & Reagents

Instruments

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Trisomy

Microdeletion Syndrome

Other Applications

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Natera, Inc.

Eurofins LifeCodexx GmbH

Illumina, Inc

Centogene N.V.

MedGenome Labs Ltd.

Myriad Women's Health, Inc

F. Hoffmann-La Roche Ltd

Qiagen

Laboratory Corp. of America Holdings

Progenity, Inc.

Quest Diagnostics, Inc.

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