

OTC Test Market Size, Trends, Analysis, and Outlook By Product (Glucose Monitoring Tests, Pregnancy & Fertility Tests, Infectious Disease Tests, Coagulation Monitoring Tests, Urinalysis Tests, Cholesterol Tests, Drugs-of-abuse Tests, Others), By Technology (Lateral Flow Assays, Immunoassays, Dipsticks), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/O3006677DC62EN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: O3006677DC62EN

Abstracts

The global OTC Test market size is poised to register 10.8% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global OTC Test market across By Product (Glucose Monitoring Tests, Pregnancy & Fertility Tests, Infectious Disease Tests, Coagulation Monitoring Tests, Urinalysis Tests, Cholesterol Tests, Drugs-of-abuse Tests, Others), By Technology (Lateral Flow Assays, Immunoassays, Dipsticks)

The future of the over-the-counter (OTC) test market is driven by advancements in diagnostic technology, increasing consumer demand for self-monitoring solutions, and growing emphasis on preventive healthcare and wellness. OTC tests encompass a wide range of diagnostic tests and screening kits that can be purchased without a prescription and used by consumers at home or in non-clinical settings. With the rise of personalized medicine and digital health technologies, there is a growing interest in OTC tests that offer rapid results, easy interpretation, and actionable insights for monitoring various health parameters such as blood glucose, cholesterol levels, and infectious diseases. Further, technological innovations such as point-of-care testing, smartphone-enabled devices, and multiplexed assays are driving the development of next-generation OTC tests with improved accuracy, sensitivity, and user-friendliness. Over the forecast period to 2030, expanding applications in chronic disease

management, fertility monitoring, and genetic testing, coupled with increasing consumer empowerment and healthcare decentralization trends, are expected to drive market growth and innovation, enabling consumers to take more proactive control of their health and well-being.

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

Key market trends defining the global OTC Test 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.

OTC Test Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

Key strategies adopted by companies within the OTC Test industry

Leading OTC Test 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 OTC Test companies.

OTC Test Market Study- Strategic Analysis Review

The OTC Test 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.

OTC Test Market Size Outlook- Historic and Forecast Revenue in Three Cases

The OTC Test 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

OTC Test Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

North America OTC Test 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 healthcare

infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various OTC Test market segments. Similarly, Strong market demand is encouraging Canadian OTC Test companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico OTC Test market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe OTC Test Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European OTC Test 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 vendors in identifying and leveraging new growth prospects positions the European OTC Test 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 OTC Test 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 OTC Test in Asia Pacific. In particular, China, India, and South East Asian OTC Test markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

Latin America OTC Test 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 OTC Test 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 OTC Test market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for OTC Test.

OTC Test Market Company Profiles

The global OTC Test 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, Abingdon Health PLC, AccuBioTech Co. Ltd, ACON Laboratories Inc, B. Braun Melsungen AG, Becton, Dickinson and Company, Clip Health, DarioHealth Corp, Ellume Health Ltd, Eurofins Scientific Group, F. Hoffmann-La Roche AG, Lia Diagnostics Inc, LifeScan IP Holdings LLC, Lucira Health Inc, NOW Diagnostics Inc, OraSure Technologies Inc, PHC Holdings Corp, Quidel Corp, SD Biosensor Inc, Sinocare Inc.

Recent OTC Test Market Developments

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

OTC Test Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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

Glucose Monitoring Tests

Pregnancy & Fertility Tests

Infectious Disease Tests

Coagulation Monitoring Tests

Urinalysis Tests

Cholesterol Tests

Drugs-of-abuse Tests

Others

By Technology

OTC Test Market Size, Trends, Analysis, and Outlook By Product (Glucose Monitoring Tests, Pregnancy & Fertil...

Lateral Flow Assays

Immunoassays

Dipsticks

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

Abingdon Health PLC

AccuBioTech Co. Ltd

ACON Laboratories Inc

B. Braun Melsungen AG

Becton, Dickinson and Company

Clip Health

DarioHealth Corp

Ellume Health Ltd

Eurofins Scientific Group

F. Hoffmann-La Roche AG

Lia Diagnostics Inc

LifeScan IP Holdings LLC

Lucira Health Inc

NOW Diagnostics Inc

OraSure Technologies Inc

PHC Holdings Corp

Quidel Corp

SD Biosensor Inc

Sinocare Inc

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 OTC Test Market Overview and Key Findings, 2024
- 1.2 OTC Test Market Size and Growth Outlook, 2021- 2030
- 1.3 OTC Test Market Growth Opportunities to 2030
- 1.4 Key OTC Test Market Trends and Challenges
 - 1.4.1 OTC Test Market Drivers and Trends
 - 1.4.2 OTC Test Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading OTC Test Companies

2. OTC TEST MARKET SIZE OUTLOOK TO 2030

- 2.1 OTC Test Market Size Outlook, USD Million, 2021- 2030
- 2.2 OTC Test Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. OTC TEST MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. OTC TEST MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Product
 - Glucose Monitoring Tests
 - Pregnancy & Fertility Tests
 - Infectious Disease Tests
 - Coagulation Monitoring Tests

Urinalysis Tests

Cholesterol Tests

Drugs-of-abuse Tests

Others

By Technology

Lateral Flow Assays

Immunoassays

Dipsticks

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific OTC Test Market, 2025

5.2 Asia Pacific OTC Test Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific OTC Test Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe OTC Test Market, 2025

5.5 Europe OTC Test Market Size Outlook by Type, 2021- 2030

5.6 Europe OTC Test Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America OTC Test Market, 2025

5.8 North America OTC Test Market Size Outlook by Type, 2021- 2030

5.9 North America OTC Test Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America OTC Test Market, 2025

5.11 South America Pacific OTC Test Market Size Outlook by Type, 2021- 2030

5.12 South America OTC Test Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa OTC Test Market, 2025

5.14 Middle East Africa OTC Test Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa OTC Test Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US OTC Test Market Size Outlook and Revenue Growth Forecasts

6.2 US OTC Test Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada OTC Test Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico OTC Test Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany OTC Test Industry Drivers and Opportunities

- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France OTC Test Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK OTC Test Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain OTC Test Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy OTC Test Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe OTC Test Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China OTC Test Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India OTC Test Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan OTC Test Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea OTC Test Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia OTC Test Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia OTC Test Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific OTC Test Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil OTC Test Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina OTC Test Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America OTC Test Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East OTC Test Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa OTC Test Industry Drivers and Opportunities

7. OTC TEST MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case

7.3 High Growth Case

8. OTC TEST COMPANY PROFILES

8.1 Profiles of Leading OTC Test Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Abbott Laboratories

Abingdon Health PLC

AccuBioTech Co. Ltd

ACON Laboratories Inc

B. Braun Melsungen AG

Becton, Dickinson and Company

Clip Health

DarioHealth Corp

Ellume Health Ltd

Eurofins Scientific Group

F. Hoffmann-La Roche AG

Lia Diagnostics Inc

LifeScan IP Holdings LLC

Lucira Health Inc

NOW Diagnostics Inc

OraSure Technologies Inc

PHC Holdings Corp

Quidel Corp

SD Biosensor Inc

Sinocare Inc.

9. APPENDIX

9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

I would like to order

Product name: OTC Test Market Size, Trends, Analysis, and Outlook By Product (Glucose Monitoring Tests, Pregnancy & Fertility Tests, Infectious Disease Tests, Coagulation Monitoring Tests, Urinalysis Tests, Cholesterol Tests, Drugs-of-abuse Tests, Others), By Technology (Lateral Flow Assays, Immunoassays, Dipsticks), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/O3006677DC62EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O3006677DC62EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970