

Point of Care HIV Testing Market Size, Trends, Analysis, and Outlook By Product (POC HIV testing equipment, POC HIV testing reagents), By End-User (Diagnostic labs, Hospitals and clinics, Others), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/P360D719A75BEN.html>

Date: March 2024

Pages: 190

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

ID: P360D719A75BEN

Abstracts

The global Point of Care HIV Testing market size is poised to register 3.98% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Point of Care HIV Testing market By Product (POC HIV testing equipment, POC HIV testing reagents), By End-User (Diagnostic labs, Hospitals and clinics, Others).

The future of point-of-care (POC) HIV testing is influenced by advancements in assay technology, rapid diagnostic algorithms, and community-based testing initiatives to increase access, uptake, and linkage to care for individuals at risk of HIV infection, particularly in underserved populations and resource-limited settings. Key trends include the development of rapid HIV test kits with enhanced sensitivity, specificity, and ease of use, enabling accurate detection of HIV antibodies or antigens in oral fluid, blood, or plasma specimens within minutes, at the point of testing, without the need for laboratory infrastructure or specialized training. Additionally, there is growing implementation of POC HIV testing in non-clinical settings, such as community health centers, outreach programs, and mobile clinics, to reach key populations, reduce stigma, and promote HIV screening as part of routine healthcare services, facilitating early diagnosis, treatment initiation, and viral suppression for people living with HIV. Moreover, there is increasing integration of POC HIV testing with pre-exposure prophylaxis (PrEP) programs, harm reduction services, and digital health platforms for risk assessment, counseling, and linkage to comprehensive HIV prevention and care services, driving innovation and expansion of HIV testing strategies to achieve global targets for ending

the HIV/AIDS epidemic..

Point of Care HIV 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 Point of Care HIV Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Point of Care HIV 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 Point of Care HIV Testing industry.

Key market trends defining the global Point of Care HIV 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.

Point of Care HIV Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Point of Care HIV 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 Point of Care HIV Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Point of Care HIV Testing industry

Leading Point of Care HIV 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 Point of Care HIV Testing companies.

Point of Care HIV Testing Market Study- Strategic Analysis Review

The Point of Care HIV 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.

Point of Care HIV Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Point of Care HIV 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.

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

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

Point of Care HIV Testing Market Company Profiles

The global Point of Care HIV 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 AltraTech Ltd, Becton, Dickinson and Company, binx health Inc, bioMerieux SA, Cochrane, Community Pharmacy England, CVS Health Corp, Danaher Corp, DrSafeHands, F. Hoffmann La Roche Ltd, Island Health, J. Mitra and Co. Pvt. Ltd, MH Sub I LLC, Orchard Healthcare Pvt. Ltd.

Recent Point of Care HIV Testing Market Developments

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

Point of Care HIV 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 Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AltraTech Ltd

Becton, Dickinson and Company

binx health Inc

bioMerieux SA

Cochrane

Community Pharmacy England

CVS Health Corp

Danaher Corp

DrSafeHands

F. Hoffmann La Roche Ltd

Island Health

J. Mitra and Co. Pvt. Ltd

MH Sub I LLC

Orchard Healthcare Pvt. Ltd

Formats Available: Excel, PDF, and PPT

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By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

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Others

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 - DrSafeHands
 - F. Hoffmann La Roche Ltd

Island Health
J. Mitra and Co. Pvt. Ltd
MH Sub I LLC
Orchard Healthcare Pvt. Ltd

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