

Point-of-Care Influenza Diagnostics Market Size, Share and Growth Outlook 2026: By Type (Molecular Diagnostic Tests, Traditional Diagnostic Tests), By Technology, By End User, Companies to 2034.

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Abstracts

The global Point-of-Care Influenza Diagnostics Market size is forecast to increase from \$497.21 Million in 2026 to \$824.12 Million in 2034 at a CAGR of 6.52% between 2026 and 2034.

The Point-of-Care Influenza Diagnostics market report provides detailed analysis and outlook of Point-of-Care Influenza Diagnostics segments including By Type (Molecular Diagnostic Tests, Traditional Diagnostic Tests), By Technology (Nucleic Acid Amplification Tests, Lateral Flow Assay, Immunofluorescence Assays, Others), By End User (Hospitals/Clinical Laboratories, Reference Laboratories, Other End Users) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Point-of-Care Influenza Diagnostics Industry Overview

Rapid Respiratory Testing and Global Surveillance Integration Are Driving Innovation in Influenza Diagnostics

The Point-of-Care (POC) Influenza Diagnostics industry continues to evolve as healthcare systems prioritize rapid diagnosis, decentralized testing, and real-time surveillance capabilities to improve the management of seasonal and emerging respiratory infections. Growing demand for immediate clinical decision-making, antimicrobial stewardship, and outbreak preparedness is accelerating the adoption of

point-of-care diagnostic platforms across hospitals, physician offices, pharmacies, urgent care centers, and community healthcare settings. Advances in molecular diagnostics, multiplex respiratory panels, and portable testing technologies are enabling faster and more accurate identification of influenza viruses while supporting broader public health surveillance objectives. The industry is increasingly characterized by the close integration of diagnostic development with global epidemiological monitoring systems and pandemic preparedness initiatives.

Global Surveillance Programs Continue to Shape Diagnostic Development Strategies

One of the most important factors influencing the point-of-care influenza diagnostics market is the continuous evolution of influenza viruses and the corresponding need for diagnostic platforms to maintain alignment with circulating strains. Regulatory agencies, public health organizations, and diagnostic manufacturers rely heavily on global surveillance networks to ensure testing accuracy and clinical relevance. Reflecting this dynamic, the U.S. Food and Drug Administration's Vaccines and Related Biological Products Advisory Committee conducted its annual review of global influenza surveillance data and recommended a trivalent vaccine composition targeting H1N1, H3N2, and Victoria lineage influenza B viruses for the upcoming influenza season. These surveillance-driven decisions play a critical role in guiding diagnostic manufacturers as they update and validate point-of-care testing platforms to ensure accurate detection of current and anticipated viral variants.

Pandemic Preparedness and Decentralized Testing Are Expanding the Strategic Role of POC Diagnostics

The growing emphasis on pandemic preparedness and coordinated global disease surveillance is reinforcing the importance of rapid point-of-care testing as a frontline public health tool. Clinical guidance and international policy initiatives increasingly recognize that early detection and decentralized testing capabilities are essential for effective outbreak management and patient care. The Centers for Disease Control and Prevention's seasonal influenza guidance continues to emphasize the importance of rapid testing and ongoing surveillance as primary strategies for managing influenza-like illnesses and seasonal disease surges. Simultaneously, the World Health Organization's efforts to finalize the Pandemic Agreement and the associated Pathogen Access and Benefit Sharing framework aim to strengthen international pathogen surveillance, data sharing, and emergency response coordination. These initiatives are expected to accelerate the development and deployment of next-generation point-of-care influenza diagnostic platforms capable of rapidly identifying both seasonal and

emerging respiratory pathogens across diverse healthcare environments.

Point-of-Care Influenza Diagnostics Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Point-of-Care Influenza Diagnostics market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Abbott Laboratories, Becton, Dickinson and Company, Danaher Corporation (Cepheid), F. Hoffmann-La Roche Ltd, QuidelOrtho Corporation, Thermo Fisher Scientific Inc., bioMérieux SA (BioFire), QIAGEN N.V., Hologic, Inc., Bio-Rad Laboratories, Inc.. The Point-of-Care Influenza Diagnostics market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Point-of-Care Influenza Diagnostics industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

- Growth Point-of-Care Influenza Diagnostics Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

- Market Trends, Drivers, Potential Opportunities, and Challenges faced by Point-of-Care Influenza Diagnostics companies

- Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

- Detailed SWOT Analysis of global and regional Point-of-Care Influenza Diagnostics markets

- Competitive analysis including business description, product analysis, and financial profiles

- Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Point-of-Care Influenza Diagnostics Market Competitive Benchmarking and Company Analysis

Leading companies in Point-of-Care Influenza Diagnostics industry include- Abbott Laboratories, Becton, Dickinson and Company, Danaher Corporation (Cepheid), F. Hoffmann-La Roche Ltd, QuidelOrtho Corporation, Thermo Fisher Scientific Inc., bioMérieux SA (BioFire), QIAGEN N.V., Hologic, Inc., Bio-Rad Laboratories, Inc.. The Point-of-Care Influenza Diagnostics market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Point-of-Care Influenza Diagnostics Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Point-of-Care Influenza Diagnostics market remains one of the strongest-performing segments in the country.

The US Point-of-Care Influenza Diagnostics Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Point-of-Care Influenza Diagnostics market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Point-of-Care Influenza Diagnostics industry. On the medical device front, over 7,000 device

manufacturers continue to gain from increasing demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Point-of-Care Influenza Diagnostics markets

Canada's strong Point-of-Care Influenza Diagnostics sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Point-of-Care Influenza Diagnostics market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Point-of-Care Influenza Diagnostics Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Point-of-Care Influenza Diagnostics market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Point-of-Care Influenza Diagnostics population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Point-of-Care Influenza Diagnostics industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Point-of-Care Influenza Diagnostics market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Point-of-Care Influenza Diagnostics sales through 2034

France Point-of-Care Influenza Diagnostics companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth

in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Point-of-Care Influenza Diagnostics Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Point-of-Care Influenza Diagnostics distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Point-of-Care Influenza Diagnostics Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Point-of-Care Influenza Diagnostics market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Point-of-Care Influenza Diagnostics industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's

basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Point-of-Care Influenza Diagnostics industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Point-of-Care Influenza Diagnostics Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Point-of-Care Influenza Diagnostics market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Point-of-Care Influenza Diagnostics market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Point-of-Care Influenza Diagnostics Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating

investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Point-of-Care Influenza Diagnostics Market Segmentation

By Type

Molecular Diagnostic Tests

Traditional Diagnostic Tests

By Technology

Nucleic Acid Amplification Tests

Lateral Flow Assay

Immunofluorescence Assays

Others

By End User

Hospitals/Clinical Laboratories

Reference Laboratories

Other End Users

Leading Companies in Point-of-Care Influenza Diagnostics Industry (2026)

Abbott Laboratories

Becton, Dickinson and Company

Danaher Corporation (Cepheid)

F. Hoffmann-La Roche Ltd

QuidelOrtho Corporation

Thermo Fisher Scientific Inc.

bioMérieux SA (BioFire)

QIAGEN N.V.

Hologic, Inc.

Bio-Rad Laboratories, Inc.

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,
Other Africa

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QuidelOrtho Corporation

Thermo Fisher Scientific Inc.

bioM?rieux SA (BioFire)

QIAGEN N.V.

Hologic, Inc.

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