

# Point of Care Molecular Diagnostics Market Size, Trends, Analysis, and Outlook By Test Location (OTC, POC), By Application (Infectious Diseases, Oncology, Hematology, Prenatal Testing, Endocrinology, Others), By Technology (PCR-based, Genetic Sequencing-based, Hybridization-based, Microarray-based), By End-user (Decentralized Labs, Hospitals, Home-care, Assisted Living Healthcare Facilities, Others), by Region, Country, Segment, and Companies, 2024-2030

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## Abstracts

The global Point of Care Molecular Diagnostics market size is poised to register 9.78% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Point of Care Molecular Diagnostics market across By Test Location (OTC, POC), By Application (Infectious Diseases, Oncology, Hematology, Prenatal Testing, Endocrinology, Others), By Technology (PCR-based, Genetic Sequencing-based, Hybridization-based, Microarray-based), By End-user (Decentralized Labs, Hospitals, Home-care, Assisted Living Healthcare Facilities, Others).

The Point of Care Molecular Diagnostics market is experiencing robust growth due to the expanding applications of molecular testing, increasing demand for rapid and accurate diagnostic solutions, and advancements in nucleic acid amplification and detection technologies. Point-of-care molecular diagnostics enable rapid identification of nucleic acids from pathogens or genetic markers, providing actionable insights for

infectious disease diagnosis, personalized medicine, and oncology management. Factors such as the growing prevalence of infectious diseases and antimicrobial resistance, the rising demand for point-of-care testing in resource-limited settings and emergency response scenarios, and the development of integrated molecular diagnostic platforms are driving market expansion. Additionally, advancements in isothermal amplification techniques, microfluidic cartridge-based systems, and multiplexed assay formats, along with the integration of sample-to-answer automation and smartphone connectivity in point-of-care molecular testing devices, are fueling innovation in the market. Moreover, the increasing adoption of molecular point-of-care testing for influenza, respiratory infections, and sexually transmitted diseases, the expansion of decentralized molecular testing in clinics and community healthcare settings, and the rising investments in molecular assay development and validation are driving market growth. Furthermore, efforts to improve test sensitivity, specificity, and usability, as well as to expand molecular testing capabilities to address emerging infectious threats and public health challenges, are expected to further accelerate market growth in the coming years.

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

## Key market trends defining the global Point of Care Molecular 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.

## Point of Care Molecular Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Point of Care Molecular 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 Point of Care Molecular Diagnostics 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 Molecular Diagnostics industry

Leading Point of Care Molecular 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 Point of Care Molecular Diagnostics companies.

Point of Care Molecular Diagnostics Market Study- Strategic Analysis Review

The Point of Care Molecular 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.

## Point of Care Molecular Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Point of Care Molecular 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.

## Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular Diagnostics market segments. Similarly, Strong end-user demand is encouraging Canadian Point of Care Molecular Diagnostics 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 Molecular Diagnostics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular Diagnostics in Asia Pacific. In particular, China, India, and South East Asian Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular 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 Point of Care Molecular Diagnostics 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 Molecular Diagnostics.

**Point of Care Molecular Diagnostics Market Company Profiles**

The global Point of Care Molecular 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 F. Hoffmann-La Roche AG, Abbott, QIAGEN, Bayer AG, Nova Biomedical, Danaher, Nipro Diagnostics, Bio-Rad Laboratories, Inc., Agilent Technologies, Inc., bioMérieux, OraSure Technologies, Abaxis

## Recent Point of Care Molecular Diagnostics Market Developments

The global Point of Care Molecular Diagnostics 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 Molecular 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 Location

OTC

POC

By Application

Infectious Diseases

Oncology

Hematology

Prenatal Testing

Endocrinology

Others

By Technology

PCR-based

Genetic Sequencing-based

Hybridization-based

Microarray-based

By End-User

Decentralized Labs

Hospitals

Home-care

Assisted Living Healthcare Facilities

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

F. Hoffmann-La Roche AG

Abbott

QIAGEN

Bayer AG

Nova Biomedical

Danaher

Nipro Diagnostics

Bio-Rad Laboratories, Inc.

Agilent Technologies, Inc.

bioMérieux



OraSure Technologies

Abaxis

Formats Available: Excel, PDF, and PPT

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By Test Location

OTC

POC

By Application

Infectious Diseases

Oncology

Hematology

Prenatal Testing

Endocrinology

Others

By Technology

PCR-based

Genetic Sequencing-based

Hybridization-based

Microarray-based

By End-User

Decentralized Labs

Hospitals

Home-care

Assisted Living Healthcare Facilities

Others

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Abbott  
QIAGEN  
Bayer AG  
Nova Biomedical  
Danaher  
Nipro Diagnostics  
Bio-Rad Laboratories, Inc.  
Agilent Technologies, Inc.  
bioMérieux  
OraSure Technologies  
Abaxis

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