

Point of Care (POC) Haematology Diagnostics Market Size, Share and Growth Outlook 2026: By Product Type (Instruments & Analyzers, Consumables, Reagents & Strips), By Test Type, By Technology, By Mode of Purchase, By End User, Companies to 2034.

<https://marketpublishers.com/r/P1944B5D7DFAEN.html>

Date: July 2026

Pages: 190

Price: US\$ 3,482.00 (Single User License)

ID: P1944B5D7DFAEN

Abstracts

The global Point of Care (POC) Haematology Diagnostics Market size is forecast to increase from \$7.29 Billion in 2026 to \$19.11 Billion in 2034 at a CAGR of 12.8% between 2026 and 2034.

The Point of Care Haematology Diagnostics market report provides detailed analysis and outlook of Point of Care Haematology Diagnostics segments including By Product Type

Instruments & Analyzers

Consumables, Reagents & Strips

By Test Type

Complete Blood Count (CBC)

Hemoglobin & Hematocrit Testing

Coagulation & Hemostasis Testing

Platelet Function Testing

White Blood Cell (WBC) & Differential Testing

By Technology

Microfluidics & Micro-Volume Systems

Optical & Image-Based Cytometry

Electrical Impedance & Flow Cytometry

Biosensors & Electrochemical Detection

By Mode of Purchase

Prescription-Based POC Testing

Self-Testing

By End User

Hospitals & Critical Care Units (ICU/ER)

Physician Office Laboratories (POLs) & Outpatient Clinics

Diagnostic Centers & Blood Banks

Homecare & Remote Care Settings 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 (POC) Haematology Diagnostics Industry Overview

Decentralized Testing, Artificial Intelligence Integration, and Advanced Cell Analysis Technologies Are Transforming POC Haematology Diagnostics

The point-of-care haematology diagnostics industry is undergoing significant transformation as healthcare systems increasingly prioritize decentralized testing, rapid clinical decision-making, and laboratory-grade analytical performance at the point of care. Advances in artificial intelligence, microfluidics, digital imaging, and automated cell

analysis are enabling compact diagnostic platforms to deliver increasingly sophisticated hematological assessments outside traditional central laboratory environments. Growing demand from emergency departments, outpatient clinics, rural healthcare facilities, and community hospitals is accelerating the adoption of portable and mid-complexity hematology analyzers capable of providing rapid and reliable complete blood count testing.

Advanced Cell Characterization Technologies Are Enhancing Diagnostic Accuracy

The evolution of point-of-care hematology platforms is increasingly focused on improving cellular differentiation, analytical precision, and interpretive capabilities for complex patient populations. Manufacturers are incorporating advanced imaging, reagent chemistry, and computational analysis to achieve performance levels approaching centralized laboratory systems. This trend is demonstrated by the commercial launch of the XR-Series hematology platform by Sysmex America, Inc.. The XR-10 and XR-20 systems utilize advanced three-dimensional scattergram analysis and redesigned white blood cell differential reagents to provide improved cell population separation and enhanced diagnostic accuracy, supporting increasingly sophisticated clinical workflows across decentralized healthcare settings.

Artificial Intelligence and Microfluidic Technologies Are Expanding Point-of-Care Testing Capabilities

Artificial intelligence-assisted diagnostics and advanced microfluidic technologies are enabling portable hematology platforms to deliver laboratory-quality performance using minimal sample volumes. These innovations are particularly important for decentralized healthcare environments and patient-centric testing models. This trend is illustrated by the international regulatory advancement of the HemoScreen platform developed by PixCell Medical. Utilizing proprietary Viscoelastic Focusing technology combined with artificial intelligence-assisted analysis, the portable complete blood count platform provides five-part differential testing from a single capillary blood sample while meeting international manufacturing and quality standards across multiple regulatory jurisdictions.

Refurbished Diagnostic Platforms Are Expanding Access to Automated Testing

Healthcare providers operating in resource-constrained environments increasingly require cost-effective diagnostic solutions that maintain analytical performance while reducing capital expenditure requirements. Refurbished and certified diagnostic

programs are emerging as important strategies for expanding access to advanced laboratory technologies. This trend is demonstrated by the Certified Analyzer Program introduced by QuidelOrtho Corporation. The initiative provides community hospitals and smaller healthcare facilities with access to rigorously refurbished integrated diagnostic platforms following comprehensive certification and validation procedures, supporting broader adoption of automated blood testing capabilities across underserved healthcare markets.

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

The global Point of Care Haematology 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, Danaher Corporation, Sysmex Corporation, F. Hoffmann-La Roche Ltd, HORIBA, Ltd., Siemens Healthineers AG, EKF Diagnostics Holdings plc, Thermo Fisher Scientific Inc., Bio-Rad Laboratories, Inc., Shenzhen Mindray Bio-Medical Electronics Co., Ltd.. The Point of Care Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology Diagnostics Market Competitive Benchmarking and Company Analysis

Leading companies in Point of Care Haematology Diagnostics industry include- Abbott Laboratories, Danaher Corporation, Sysmex Corporation, F. Hoffmann-La Roche Ltd, HORIBA, Ltd., Siemens Healthineers AG, EKF Diagnostics Holdings plc, Thermo Fisher Scientific Inc., Bio-Rad Laboratories, Inc., Shenzhen Mindray Bio-Medical Electronics Co., Ltd.. The Point of Care Haematology 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 Haematology 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 Haematology Diagnostics market remains one of the strongest-performing segments in the country.

The US Point of Care Haematology 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 Haematology 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 Haematology Diagnostics industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from 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 Haematology Diagnostics markets

Canada's strong Point of Care Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology Diagnostics population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Point of Care Haematology 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

Haematology 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 Haematology Diagnostics sales through 2034

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

China Point of Care Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology 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 Haematology Diagnostics Market Segmentation

By Product Type

Instruments & Analyzers

Consumables, Reagents & Strips

By Test Type

Complete Blood Count (CBC)

Hemoglobin & Hematocrit Testing

Coagulation & Hemostasis Testing

Platelet Function Testing

White Blood Cell (WBC) & Differential Testing

By Technology

Microfluidics & Micro-Volume Systems

Optical & Image-Based Cytometry

Electrical Impedance & Flow Cytometry

Biosensors & Electrochemical Detection

By Mode of Purchase

Prescription-Based POC Testing

Self-Testing

By End User

Hospitals & Critical Care Units (ICU/ER)

Physician Office Laboratories (POLs) & Outpatient Clinics

Diagnostic Centers & Blood Banks

Homecare & Remote Care Settings

Leading Companies in Point of Care Haematology Diagnostics Industry (2026)

Abbott Laboratories

Danaher Corporation

Sysmex Corporation

F. Hoffmann-La Roche Ltd

HORIBA, Ltd.

Siemens Healthineers AG

EKF Diagnostics Holdings plc

Thermo Fisher Scientific Inc.

Bio-Rad Laboratories, Inc.

Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

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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Sysmex Corporation

F. Hoffmann-La Roche Ltd

HORIBA, Ltd.

Siemens Healthineers AG

EKF Diagnostics Holdings plc

Thermo Fisher Scientific Inc.

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Product name: Point of Care (POC) Haematology Diagnostics Market Size, Share and Growth Outlook 2026: By Product Type (Instruments & Analyzers, Consumables, Reagents & Strips), By Test Type, By Technology, By Mode of Purchase, By End User, Companies to 2034.

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