

# **Preterm Birth and PROM Testing Market Size, Trends, Analysis, and Outlook By Type (Pelvic exam, Ultrasound, Biochemical Markers, Uterine Monitoring, Nitazine Test, Ferning Test, Pooling, PAMG-1 Immunoassay, IGFBP Test, Fetal Fibronectin, Others), By Application (PROM, Preterm Labor, Chorioamnionitis), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Preterm Birth and PROM Testing market size is poised to register 7.86% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Preterm Birth and PROM Testing market across By Type (Pelvic exam, Ultrasound, Biochemical Markers, Uterine Monitoring, Nitazine Test, Ferning Test, Pooling, PAMG-1 Immunoassay, IGFBP Test, Fetal Fibronectin, Others), By Application (PROM, Preterm Labor, Chorioamnionitis).

The Preterm Birth and Premature Rupture of Membranes (PROM) Testing Market is witnessing growth driven by increasing incidence of preterm birth complications, rising demand for early detection and management, and advancements in diagnostic testing technologies. Preterm birth and PROM testing encompass a variety of diagnostic tests such as fetal fibronectin assays, cervicovaginal ultrasound, and biomarker analysis to assess the risk of preterm labor and premature rupture of fetal membranes. Key trends include the development of non-invasive and point-of-care testing methods for rapid risk stratification and clinical decision-making, integration of molecular biomarkers and imaging modalities for improved diagnostic accuracy, and expansion of prenatal

screening programs and maternal-fetal medicine clinics. Moreover, increasing emphasis on maternal and infant health outcomes, expansion of preterm birth prevention strategies and neonatal intensive care services, and regulatory approvals for novel diagnostic tests contribute to market expansion.

## Preterm Birth and PROM 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 Preterm Birth and PROM Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Preterm Birth and PROM 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 Preterm Birth and PROM Testing industry.

## Key market trends defining the global Preterm Birth and PROM 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.

## Preterm Birth and PROM Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Preterm Birth and PROM 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 Preterm Birth and PROM Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Preterm Birth and PROM Testing industry

Leading Preterm Birth and PROM 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 Preterm Birth and PROM Testing companies.

### Preterm Birth and PROM Testing Market Study- Strategic Analysis Review

The Preterm Birth and PROM 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.

### Preterm Birth and PROM Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Preterm Birth and PROM 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.

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

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

#### Preterm Birth and PROM Testing Market Company Profiles

The global Preterm Birth and PROM 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 Abbott, Biosynex, Clinical Innovations Llc, Cooper Surgical Inc, Hologic Inc, IQ Products, Medixbiochemica, NX Prenatal Inc, Qiagen N.V., Sera Prognostics

#### Recent Preterm Birth and PROM Testing Market Developments

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

#### Preterm Birth and PROM Testing Market Report Scope

*Preterm Birth and PROM Testing Market Size, Trends, Analysis, and Outlook By Type (Pelvic exam, Ultrasound, Bi...*

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

Pelvic exam

Ultrasound

Biochemical Markers

-Interleukin 6

-C-Reactive Protein

-IL-1, IL-2, IL-8, TNF-a

-Corticotropin-Releasing Hormone

-Alpha-fetoprotein

Uterine Monitoring

Nitazine Test

Ferning Test

Pooling

PAMG-1 Immunoassay

IGFBP Test

Fetal Fibronectin

Others

By Application

PROM

Preterm Labor

Chorioamnionitis

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Abbott

Biosynex

Clinical Innovations Llc

Cooper Surgical Inc

Hologic Inc

IQ Products

Medixbiochemica

NX Prenatal Inc

Qiagen N.V.

Sera Prognostics

Formats Available: Excel, PDF, and PPT



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Pelvic exam

Ultrasound

Biochemical Markers

-Interleukin

-C-Reactive Protein

-IL-1, IL-2, IL-8, TNF-a

-Corticotropin-Releasing Hormone

-Alpha-fetoprotein

Uterine Monitoring

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By Application

PROM

Preterm Labor

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