

# **Self-testing Market Size, Trends, Analysis, and Outlook By Product (Kits, Devices, Strips), By Sample Type (Blood, Urine, Stool, Others), By Application (Blood Pressure Test, Diabetes and Glucose Tests, Cholesterol and Triglycerides Tests, Pregnancy Test, STD /STI Test, Urinary Tract Infection Test, Cancer Test, Celiac disease Test, Thyroid Test, Transaminase Test, Anemia Test, Allergy Test, Others), By Distribution Channel (Online, Offline), By Usage (Disposable, Reusable), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/S6E125813D43EN.html>

Date: March 2024

Pages: 190

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

ID: S6E125813D43EN

## **Abstracts**

The global Self-testing market size is poised to register 7.23% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Self-testing market across By Product (Kits, Devices, Strips), By Sample Type (Blood, Urine, Stool, Others), By Application (Blood Pressure Test, Diabetes and Glucose Tests, Cholesterol and Triglycerides Tests, Pregnancy Test, STD /STI Test, Urinary Tract Infection Test, Cancer Test, Celiac disease Test, Thyroid Test, Transaminase Test, Anemia Test, Allergy Test, Others), By Distribution Channel (Online, Offline), By Usage (Disposable, Reusable).

The Self-testing market is witnessing robust growth, driven by the increasing trend towards self-monitoring of health parameters, advancements in home diagnostic technologies, and the growing emphasis on preventive healthcare. Self-testing enables individuals to perform diagnostic tests outside traditional healthcare settings, providing

convenient access to timely health information and empowering patients to take proactive measures towards wellness. Common self-testing applications include blood glucose monitoring, pregnancy testing, cholesterol screening, and infectious disease detection. With the rising prevalence of chronic conditions and the shift towards patient-centered care, the market for self-testing is expected to continue expanding, offering consumers greater control over their health outcomes and driving innovation in consumer-friendly diagnostic devices.

### Self-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 Self-testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Self-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 Self-testing industry.

### Key market trends defining the global Self-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.

### Self-testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Self-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 Self-testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Self-testing industry

Leading Self-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 Self-testing companies.

### Self-testing Market Study- Strategic Analysis Review

The Self-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.

### Self-testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Self-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.

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

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

Self-testing Market Company Profiles

The global Self-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 B. Braun Holding GmbH, Becton, Dickinson and Company, bioLytical Laboratories Inc, Bionime Corp, Cardinal Health, F. Hoffmann-La Roche Ltd, Geratherm Medical AG, Johnson & Johnson Services Inc, OraSure Technologies Inc, Piramal Enterprises, PRIMA Lab SA.

Recent Self-testing Market Developments

The global Self-testing market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Self-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 Product

Kits

Devices

Strips

By Sample Type

Blood

Urine

Stool

Others

By Application

Blood Pressure Test

Diabetes and Glucose Tests

Cholesterol and Triglycerides Tests

Pregnancy Test

STD /STI Test

Urinary Tract Infection Test

Cancer Test

Celiac disease Test

Thyroid Test

Transaminase Test

Anemia Test

Allergy Test

Others

By Distribution Channel

Online

Offline

By Usage

Disposable

Reusable

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

B. Braun Holding GmbH

Becton, Dickinson and Company

bioLytical Laboratories Inc

Bionime Corp

Cardinal Health

F. Hoffmann-La Roche Ltd

Geratherm Medical AG

Johnson & Johnson Services Inc

OraSure Technologies Inc

Piramal Enterprises

PRIMA Lab SA.



Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Self-testing Market Overview and Key Findings, 2024
- 1.2 Self-testing Market Size and Growth Outlook, 2021- 2030
- 1.3 Self-testing Market Growth Opportunities to 2030
- 1.4 Key Self-testing Market Trends and Challenges
  - 1.4.1 Self-testing Market Drivers and Trends
  - 1.4.2 Self-testing Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Self-testing Companies

### 2. SELF-TESTING MARKET SIZE OUTLOOK TO 2030

- 2.1 Self-testing Market Size Outlook, USD Million, 2021- 2030
- 2.2 Self-testing Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. SELF-TESTING MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. SELF-TESTING MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Product
    - Kits
    - Devices
    - Strips

## By Sample Type

Blood

Urine

Stool

Others

## By Application

Blood Pressure Test

Diabetes and Glucose Tests

Cholesterol and Triglycerides Tests

Pregnancy Test

STD /STI Test

Urinary Tract Infection Test

Cancer Test

Celiac disease Test

Thyroid Test

Transaminase Test

Anemia Test

Allergy Test

Others

## By Distribution Channel

Online

Offline

## By Usage

Disposable

Reusable

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## 5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Self-testing Market, 2025

5.2 Asia Pacific Self-testing Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Self-testing Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Self-testing Market, 2025

5.5 Europe Self-testing Market Size Outlook by Type, 2021- 2030

5.6 Europe Self-testing Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Self-testing Market, 2025

5.8 North America Self-testing Market Size Outlook by Type, 2021- 2030

5.9 North America Self-testing Market Size Outlook by Application, 2021- 2030

- 5.10 Key Findings for South America Self-testing Market, 2025
- 5.11 South America Pacific Self-testing Market Size Outlook by Type, 2021- 2030
- 5.12 South America Self-testing Market Size Outlook by Application, 2021- 2030
- 5.13 Key Findings for Middle East and Africa Self-testing Market, 2025
- 5.14 Middle East Africa Self-testing Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Self-testing Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

- 6.1 US Self-testing Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Self-testing Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Self-testing Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Self-testing Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Self-testing Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Self-testing Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Self-testing Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Self-testing Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Self-testing Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Self-testing Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Self-testing Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Self-testing Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Self-testing Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Self-testing Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Self-testing Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Self-testing Industry Drivers and Opportunities

- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Self-testing Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Self-testing Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Self-testing Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Self-testing Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Self-testing Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Self-testing Industry Drivers and Opportunities

## **7. SELF-TESTING MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. SELF-TESTING COMPANY PROFILES**

- 8.1 Profiles of Leading Self-testing Companies in the Market
  - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
  - 8.3 Financial Performance and Key Metrics
- B. Braun Holding GmbH  
Becton, Dickinson and Company  
bioLytical Laboratories Inc  
Bionime Corp  
Cardinal Health  
F. Hoffmann-La Roche Ltd  
Geratherm Medical AG  
Johnson & Johnson Services Inc  
OraSure Technologies Inc  
Piramal Enterprises  
PRIMA Lab SA.

## **9. APPENDIX**

- 9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

## I would like to order

Product name: Self-testing Market Size, Trends, Analysis, and Outlook By Product (Kits, Devices, Strips), By Sample Type (Blood, Urine, Stool, Others), By Application (Blood Pressure Test, Diabetes and Glucose Tests, Cholesterol and Triglycerides Tests, Pregnancy Test, STD /STI Test, Urinary Tract Infection Test, Cancer Test, Celiac disease Test, Thyroid Test, Transaminase Test, Anemia Test, Allergy Test, Others), By Distribution Channel (Online, Offline), By Usage (Disposable, Reusable), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/S6E125813D43EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S6E125813D43EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970