

# **Virology Market Size, Trends, Analysis, and Outlook By Type (Diagnosing Test, Viral Infection Controlling Methods, Antiviral Chemotherapy, Interferons), By Application (Skin and Soft Tissue Infections, Respiratory Tract Infections, GI Tract Infections, Urinary Tract Infections, Eye Infections, CNS Infections, Sexually Transmitted Diseases, Perinatal Infections), By End-user (Hospitals, Clinics, Laboratories, Diagnostic Centres, Blood Banks, Pharmacies), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Virology market size is poised to register 3.16% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Virology market across By Type (Diagnosing Test, Viral Infection Controlling Methods, Antiviral Chemotherapy, Interferons), By Application (Skin and Soft Tissue Infections, Respiratory Tract Infections, GI Tract Infections, Urinary Tract Infections, Eye Infections, CNS Infections, Sexually Transmitted Diseases, Perinatal Infections), By End-user (Hospitals, Clinics, Laboratories, Diagnostic Centres, Blood Banks, Pharmacies).

The Virology Market is witnessing growth driven by the increasing incidence of viral infections and the demand for diagnostic tests, antiviral drugs, and vaccines to prevent and manage viral diseases. Key trends shaping its future include the development of rapid diagnostic assays and molecular testing platforms for accurate and timely

detection of viral pathogens, the discovery and development of novel antiviral agents targeting emerging and resistant viruses, and the expansion of vaccine development efforts to address global health threats such as influenza, HIV/AIDS, and viral hepatitis. Additionally, factors such as the globalization of travel and trade and the emergence of new viral strains with pandemic potential are expected to drive market growth in 2024 and beyond.

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

### Key market trends defining the global Virology 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.

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

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

### Key strategies adopted by companies within the Virology industry

Leading Virology 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 Virology companies.

### Virology Market Study- Strategic Analysis Review

The Virology 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.

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

The Virology 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.

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

Europe Virology Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Virology 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 Virology 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 Virology 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 Virology in Asia Pacific. In particular, China, India, and South East Asian Virology 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 Virology 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 Virology 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 Virology market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Virology.

Virology Market Company Profiles

The global Virology 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 Laboratories, AstraZeneca AB, Boehringer Ingelheim Corp, F. Hoffmann-La Roche Ltd, GlaxoSmithKline plc, Illumina Inc, Johnson & Johnson, Merck and Co, Novartis International AG, Qiagen, Siemens AG, Thermo Fisher Scientific Inc

Recent Virology Market Developments

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

Virology 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 Type

Diagnosing Test

-DNA Viruses

-RNA Viruses

-Prions Diagnostic Test

-Others

Viral Infection Controlling Methods

-Immunoprophylaxis

-Active Prophylaxis

-Passive Prophylaxis

Antiviral Chemotherapy

-Virucidal Agents

-Antiviral Agents

-Immunomodulators

Interferons

-Cytokines

By Application

Skin and Soft Tissue Infections

Respiratory Tract Infections

GI Tract Infections

Urinary Tract Infections

Eye Infections

CNS Infections

Sexually Transmitted Diseases

Perinatal Infections

By End-User

Hospitals

Clinics

Laboratories

Diagnostic Centres

Blood Banks

Pharmacies

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

AstraZeneca AB

Boehringer Ingelheim Corp

F. Hoffmann-La Roche Ltd

GlaxoSmithKline plc

Illumina Inc

Johnson & Johnson

Merck and Co

Novartis International AG



Qiagen

Siemens AG

Thermo Fisher Scientific Inc

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-Others

Viral Infection Controlling Methods

-Immunoprophylaxis

-Active Prophylaxis

-Passive Prophylaxis

Antiviral Chemotherapy

-Virucidal Agents

-Antiviral Agents

-Immunomodulators

Interferons

-Cytokines

By Application

Skin and Soft Tissue Infections

Respiratory Tract Infections

GI Tract Infections

Urinary Tract Infections

Eye Infections

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Hospitals

Clinics

Laboratories

Diagnostic Centres

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AstraZeneca AB

Boehringer Ingelheim Corp

F. Hoffmann-La Roche Ltd

GlaxoSmithKline plc

Illumina Inc

Johnson & Johnson

Merck and Co

Novartis International AG

Qiagen

Siemens AG

Thermo Fisher Scientific Inc

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