

Virology Specimen Collection Market Size, Trends, Analysis, and Outlook By Product (Blood Collection Kits, Specimen Collection Tubes, Viral Transport Media, Swabs), By Sample (Blood Samples, Nasopharyngeal Samples, Throat Samples, Nasal Samples, Cervical Samples, Oral Samples, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/V3D525E2E064EN.html>

Date: April 2024

Pages: 205

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

ID: V3D525E2E064EN

Abstracts

The global Virology Specimen Collection market size is poised to register 5.6% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Virology Specimen Collection market across By Product (Blood Collection Kits, Specimen Collection Tubes, Viral Transport Media, Swabs), By Sample (Blood Samples, Nasopharyngeal Samples, Throat Samples, Nasal Samples, Cervical Samples, Oral Samples, Others)

With the increasing demand for diagnostic testing and surveillance of viral infections, there is a rising need for virology specimen collection devices and kits to collect, transport, and preserve clinical samples for laboratory analysis. Market growth is driven by factors such as expanding infectious disease outbreaks, the growing awareness about early detection and containment of viral pathogens, and technological advancements in specimen collection devices and viral transport media. Additionally, the expanding applications of molecular diagnostic techniques, such as PCR and next-generation sequencing, in virology testing and surveillance, as well as the rising demand for point-of-care testing and home collection kits, contribute to market expansion. Further, the development of innovative specimen collection devices for diverse sample types and specimen volumes, the adoption of cold chain logistics and temperature-stable transport solutions, and the emphasis on regulatory compliance and

quality assurance are expected to further propel market growth in the coming years.

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

Key market trends defining the global Virology Specimen Collection 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 Specimen Collection Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

Key strategies adopted by companies within the Virology Specimen Collection industry

Leading Virology Specimen Collection 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 Specimen Collection companies.

Virology Specimen Collection Market Study- Strategic Analysis Review

The Virology Specimen Collection 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 Specimen Collection Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Virology Specimen Collection 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

Virology Specimen Collection Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

North America Virology Specimen Collection 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Virology Specimen Collection market segments. Similarly, Strong market demand is encouraging Canadian Virology Specimen Collection companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Virology Specimen Collection market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Virology Specimen Collection 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 Specimen Collection 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 vendors in identifying and leveraging new growth prospects positions the European Virology Specimen Collection 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 Specimen Collection 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 Specimen Collection in Asia Pacific. In particular, China, India, and South East Asian Virology Specimen Collection markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

Latin America Virology Specimen Collection 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 Specimen Collection 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 Specimen Collection market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Virology Specimen Collection.

Virology Specimen Collection Market Company Profiles

The global Virology Specimen Collection 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 Becton, Dickinson and Company, COPAN Italia S.p.A., DiaSorin S.p.A., Hardy Diagnostics LLC, Puritan Medical Products Company LLC, Quidel Corp, Thermo Fisher Scientific Inc, Titan Biotech Ltd, Trinity Biotech plc, Vircell S.L.

Recent Virology Specimen Collection Market Developments

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

Virology Specimen Collection Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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

Blood Collection Kits

Specimen Collection Tubes

Viral Transport Media

Swabs

By Sample

Blood Samples

Nasopharyngeal Samples

Throat Samples

Nasal Samples

Cervical Samples

Oral Samples

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Becton, Dickinson and Company

COPAN Italia S.p.A.

DiaSorin S.p.A.

Hardy Diagnostics LLC

Puritan Medical Products Company LLC

Quidel Corp

Thermo Fisher Scientific Inc

Titan Biotech Ltd

Trinity Biotech plc

Vircell S.L.

Formats Available: Excel, PDF, and PPT

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Swabs

By Sample

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