

Breathalyzers Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global breathalyzers market was valued at about USD 812.53 million in 2021, and it is expected to reach USD 1275.031 million in 2027, registering a CAGR of 8.5% during the forecast period.

The COVID-19 impacted the breathalyzers market due to the restrictions put in place to check the spread of infection due to the SARS-CoV-2 virus in different regions around the world. The daily routine of the general public was impacted in several ways due to the pandemic, including a ban on travel, closure of bars and restaurants, and closure of other alcohol selling places, leading to a short-term decline in alcohol consumption, which directly impacted the breathalyzer market. Also, the decline in the sales of alcohol and related beverages around the world indirectly impacted the breathalyzer market for a short period. For instance, according to the Europe Economics Report published in April 2021, the overall sale of beer on-trade drastically reduced by 46% to 73 million hectoliters in 2020 from 126 million hectoliters in 2019.

The rising use of alcohol and prevalence of alcohol-related crimes and abuses around the world led to more stringent legislation for the necessary testing of alcohol levels by governments. It is a major factor in the widespread use of breathalyzers, and it is likely to be responsible for further growth as many countries still lack proper regulatory laws against alcohol and its abuse. For instance, according to the National Survey on Drug Use and Health's 2019 report, in the United States, 85.6% of people of age 18 years and more reported that they drank alcohol at some point in their life.

Other factors which will complement the growth of the studied market include technological advancements in breath analyzers, a rise in the availability of forbidden drugs, an increase in emphasis on workplace screening, and the use of breathalyzers in the detection of chronic and infectious diseases. For instance, in September 2020, Hound Labs Inc. launched the Hound COVID-19 Breathalyzers, one of the world's first portable breathalyzers to capture the SARS-CoV-2 virus. Hound Labs first successfully used

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the HOUND COVID-19 Breathalyzers with hospitalized patients.

However, the accuracy of the breathalyzer devices is the major drawback that affects the growth of the studied market. Also, in some regions, an alcohol test from the breathalyzer is not admissible in a court of law due to its inaccuracy even if the driver was driving under the influence of alcohol, which can also impact the growth of the breathalyzers market. For example, as per the news by Car and Driver in January 2020, about 52 drunk driving cases by Michigan State Police of the United States came under scrutiny due to the flaw in the maintenance of breathalyzers, which was very common across the country.

Breathalyzers Market Trends

Fuel Cell Technology Expected to Hold Major Share in the Breathalyzers Market During the Forecast Period

Fuel cell technology is anticipated to hold the major market share in the breathalyzers market during the forecast period due to its wide range of advantages over other types of devices, such as the compact size of the device, higher accuracy, longer life, and less requirement of the power. Fuel cell sensors are one of the most used breathalyzers in the market currently.

The fuel cell technology is based on an electrochemical process that oxidizes the alcohol in a breath sample and produces an electrical current that the breathalyzer measures to determine the blood alcohol content (BAC). Also, fuel cell technology devices are available in handheld devices, which provide an edge over other devices.

The manufacturers are concentrating their efforts on enhancing the features of their available breathalyzer devices by incorporating innovative technology, and new product launches in the area will boost the growth of the market. For instance, in July 2021, Lifeloc Technologies Inc. announced the launch of two fuel cell-based handheld breathalyzers, LT7 and LX9. Thus, the above-mentioned factors are expected to complement the growth of the studied market. Moreover, the fuel cell technology-based breathalyzers have high accuracy and reliability than others.

North America Expected to Dominate the Breathalyzers Market During the Forecast Period

North America holds a major market share in the breathalyzers market around the world, mainly due to the high consumption of alcoholic beverages, stringent laws for mandatory alcohol testing, and high usage of breathalyzers by law enforcement agencies for alcohol and drug abuse.

In North America, the United States is the largest market for breathalyzers devices, and it is expected to show the same trend over the forecast period. The major reason behind this is the stringent alcohol testing laws due to the high consumption of alcohol in the country and increasing cases of binge drinking, along with the crimes associated with alcohol, such as drug abuse and drunk and drive cases. For example, in the United States, as per the 2019 report from National Institute on Alcohol Abuse and Alcoholism, about 4.5 million people of age 12 to 20 admitted to binge drinking, accounting for about 11.1% of the total young people aged 12-20, in which 10.4% were male and 11.8% were female.

The technological advancements by the key market players in the region will also boost the growth of the market. In May 2021, BACtrack launched BACtrack C8 featuring ZeroLine, the first stand-alone breathalyzer ever to display an estimated time to sobriety with every blood alcohol content (BAC) result. Integrating this additional data point into each BAC result has an enormous impact on health and safety. Thus, owing to rising launches of new products, the market studied is expected to have a significant share in the studied market.

Breathalyzers Market Competitor Analysis

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The breathalyzers market is moderately competitive, and most of the companies present in the market are efficient on the technological front but require significant support for enhancing their services and expanding their businesses from the respective governments around the world in terms of the use of breathalyzers. Also, mergers and acquisitions offer significant opportunities to gain the attention of many providers across developed regions. The key players in the studied market include Drägerwerk AG & Co. KGaA, Alcolizer Technology Pty Ltd, BACtrack, Alcohol Countermeasure Systems Corporation, and Intoximeters Inc.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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