

**Mexico In-Vitro Diagnostics (IVD) Market, By Technique (Clinical Chemistry, Molecular Diagnostics, Immuno Diagnostics, Hematology, Other), By Product (Instrument, Reagent, Other), By Usability (Disposable IVD Devices, Reusable IVD Devices), By Application (Infectious Disease, Cancer/Oncology, Cardiology, Autoimmune Disease, Diabetes, Nephrology, Other), By End User (Diagnostic Laboratories, Hospitals and Clinics, Other), By Region, Competition, Forecast & Opportunities, 2019-2029F**

Market Report | 2024-07-26 | 82 pages | TechSci Research

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**Report description:**

Mexico In-Vitro Diagnostics (IVD) Market was valued at USD 1.20 billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.53% through 2029. The Mexico In-Vitro Diagnostics (IVD) market is a dynamic and rapidly evolving sector within the healthcare industry. It includes a broad array of diagnostic tests and technologies designed to analyze biological samples outside the human body. Key advancements in this field, such as molecular diagnostics, point-of-care testing, and automation, are significantly expanding the capabilities and applications of IVD products.

To succeed in the Mexican IVD market, companies must prioritize innovation, diversify their product offerings, and align with emerging healthcare trends. The market is positioned for robust growth, driven by increasing demand for diagnostic testing, ongoing technological advancements, a heightened emphasis on preventive healthcare, and supportive economic and policy factors.

To capture these growth opportunities and maintain a competitive edge, companies need to stay attuned to regional and technological developments, navigate regulatory complexities, and employ strategic approaches. Adapting to these trends and

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leveraging competitive strategies will be crucial for enhancing market presence and driving future success.

#### Key Market Drivers

##### Increasing Prevalence of Chronic Diseases

The increasing prevalence of chronic diseases is a significant driver of growth in the Mexico In-Vitro Diagnostics (IVD) market. Chronic diseases, such as diabetes, cardiovascular conditions, and cancer, require ongoing management and monitoring, which significantly influences the demand for diagnostic products and services.

Chronic diseases necessitate regular diagnostic testing to monitor disease progression, manage treatment, and prevent complications. As the prevalence of these diseases rises, so does the need for various diagnostic tests. Patients with chronic conditions often require frequent testing to manage their health effectively. For example, diabetics need regular glucose monitoring, while individuals with cardiovascular diseases require lipid panels and other cardiovascular markers. Regular diagnostic tests are essential for assessing the effectiveness of treatment plans and making necessary adjustments. This ongoing need drives the demand for a wide range of diagnostic tests and technologies. Increased focus on early detection and preventive care for chronic diseases leads to higher demand for diagnostic screenings, contributing to market growth. Companies should focus on developing and offering diagnostic products that cater to the specific needs of chronic disease management. Innovations in monitoring technologies and tests that provide comprehensive health data will be crucial for meeting this demand.

The rise of personalized medicine is closely linked to the management of chronic diseases. Personalized medicine involves tailoring treatment and management plans based on individual patient profiles, which relies heavily on accurate and detailed diagnostic information. Personalized medicine requires detailed diagnostic information to create customized treatment plans for chronic disease patients. This drives the demand for advanced diagnostic tests that can provide precise and individualized data. Advances in biomarker research for chronic diseases lead to the development of new diagnostic tests and technologies. These biomarkers are used to predict disease risk, monitor progression, and evaluate treatment responses. The integration of diagnostic data with digital health platforms for personalized care enhances the management of chronic diseases and drives demand for advanced diagnostic solutions. Companies should invest in research and development to create diagnostic tests that support personalized medicine initiatives. Collaborations with research institutions and healthcare providers to develop and validate new biomarkers and diagnostic technologies will be key to capturing this market segment.

The increasing prevalence of chronic diseases is prompting the expansion of healthcare services and infrastructure to accommodate the growing need for diagnostic testing and management. The establishment of new healthcare facilities, diagnostic centers, and specialized clinics is driven by the need to provide comprehensive care for chronic disease patients. This expansion creates opportunities for the distribution and use of IVD products. Upgraded healthcare facilities often integrate advanced diagnostic technologies to enhance patient care and disease management. This integration drives the adoption of new IVD products and services. The expansion of healthcare services includes training healthcare professionals in the use of advanced diagnostic technologies, which supports the growth of the IVD market. Companies should align their strategies with the expansion of healthcare infrastructure by partnering with healthcare providers and institutions. Providing training and support for the effective use of diagnostic technologies can further enhance market penetration.

The economic burden of chronic diseases and related policy initiatives also contribute to the growth of the IVD market. Governments and health organizations are increasingly focused on addressing the economic impact of chronic diseases through improved diagnostic and treatment strategies. Government policies and funding programs aimed at chronic disease management often include provisions for diagnostic testing and healthcare services. This drives demand for IVD products and services. Economic incentives and subsidies for diagnostic tests can make advanced technologies more accessible to patients and healthcare providers, supporting market growth. Public health campaigns focusing on chronic disease prevention and management increase awareness and drive the adoption of diagnostic tests. Engaging with government and health organizations to align with policy initiatives and funding programs can open new market opportunities. Companies should also consider developing cost-effective diagnostic solutions to address economic constraints and enhance accessibility.

##### Technological Advancements and Innovation

Technological advancements and innovation are pivotal drivers of growth in the Mexico In-Vitro Diagnostics (IVD) market. These advancements enhance the accuracy, efficiency, and scope of diagnostic testing, creating significant opportunities for market expansion.

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Technological advancements have led to the development of highly accurate and efficient diagnostic tests. Improved accuracy and faster results are critical for effective disease detection and management. Innovations such as next-generation sequencing (NGS), polymerase chain reaction (PCR) technology, and high-throughput screening platforms offer enhanced sensitivity and specificity. These technologies enable more precise detection of diseases at an earlier stage. Automation and advancements in diagnostic instrumentation have significantly reduced the time required to obtain test results. Faster turnaround times improve patient outcomes by facilitating timely treatment decisions. The integration of artificial intelligence (AI) and machine learning in diagnostic tools enhances data analysis, pattern recognition, and predictive capabilities. This results in more accurate diagnoses and personalized treatment plans. Companies should prioritize investments in cutting-edge technologies and automation to stay competitive. Offering diagnostic solutions with advanced accuracy and efficiency will meet the growing demand for high-quality testing and improve market positioning.

Technological innovations expand the range of diagnostic applications, addressing a broader spectrum of medical conditions and disease states. This expansion drives market growth by increasing the relevance and utility of IVD products. Advances in genomics and proteomics enable the development of comprehensive test panels that cover multiple biomarkers and conditions. This expansion supports more holistic and detailed diagnostic assessments. Technological progress allows for the identification of new disease markers and targets, leading to the creation of novel diagnostic tests for previously underserved conditions. This innovation opens up new market segments and opportunities. Innovations in portable and point-of-care diagnostic devices make it possible to conduct tests outside traditional laboratory settings. This broadens the scope of diagnostic applications and enhances accessibility. Companies should invest in research and development to explore new diagnostic applications and expand their product portfolios. Collaborating with research institutions to discover and validate new disease markers and test methods can drive market growth and innovation.

The integration of diagnostic technologies with digital health platforms and remote monitoring solutions is transforming the IVD market. This integration enhances patient management and expands the reach of diagnostic services. Integration with digital health platforms enables remote diagnostics and telemedicine services, allowing patients to access testing and consultations from home. This trend supports the growth of remote and decentralized diagnostic solutions. Technological advancements in data management and analytics facilitate the collection, storage, and interpretation of diagnostic data. Enhanced data capabilities improve patient monitoring, trend analysis, and clinical decision-making. Digital health tools and mobile applications empower patients to actively engage in their health management, track test results, and receive real-time feedback. This increases the adoption of diagnostic testing and promotes proactive healthcare. Companies should focus on developing diagnostic solutions that integrate seamlessly with digital health platforms and remote monitoring systems. Investing in digital health technologies and forming strategic partnerships with tech firms can enhance market reach and patient engagement.

Technological advancements also contribute to improved regulatory and quality compliance, ensuring that diagnostic products meet stringent standards and regulations. Innovations in automation and robotics enhance quality control processes, reducing human error and ensuring consistent product performance. This supports compliance with regulatory requirements and industry standards. Advances in validation techniques and technologies streamline the process of proving the accuracy and reliability of diagnostic tests. This facilitates faster regulatory approvals and market entry. Technological innovations often align with global regulatory standards, allowing companies to meet international requirements and expand their market presence beyond Mexico.

#### Growing Focus on Preventive Healthcare and Early Diagnosis

The growing focus on preventive healthcare and early diagnosis is a significant driver of the Mexico In-Vitro Diagnostics (IVD) market. This shift towards proactive health management emphasizes early detection and prevention of diseases, which has a profound impact on the demand for diagnostic products and services.

Preventive healthcare emphasizes the importance of regular screening to detect diseases before symptoms arise. This approach leads to a higher demand for diagnostic tests that facilitate early disease detection and intervention. Public health campaigns and government programs increasingly focus on routine screening for various conditions, such as cancer (e.g., mammograms, Pap smears), cardiovascular diseases, and diabetes. These initiatives drive demand for IVD products that are used in these screenings. Early diagnosis of chronic conditions allows for better management and prevention of disease progression. This drives the need for diagnostic tests that monitor risk factors and disease markers regularly. As the focus on screening grows, there is an increased need for a broad range of diagnostic tests, including those for early-stage diseases and asymptomatic conditions. Companies

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should invest in developing and marketing diagnostic tests that cater to preventive screening programs. Aligning with public health initiatives and creating comprehensive screening solutions can enhance market opportunities and growth. Technological advancements have made it possible to perform more accurate and efficient diagnostic tests, which supports the focus on preventive healthcare and early diagnosis. Innovations in diagnostic technologies, such as next-generation sequencing (NGS) and advanced imaging techniques, provide more precise and reliable results. This enables earlier detection of diseases with higher accuracy. Developments in non-invasive diagnostic tests, such as liquid biopsies and wearable health monitors, facilitate early diagnosis without the need for invasive procedures. This aligns with preventive healthcare goals and increases patient compliance. Advances in point-of-care testing (POCT) technologies allow for rapid diagnostic results at the site of care, improving accessibility and encouraging early diagnosis. Investing in and adopting cutting-edge diagnostic technologies will be essential for meeting the demand for early and accurate disease detection. Companies should focus on developing innovative solutions that support preventive healthcare objectives and enhance test accessibility.

Growing awareness about the benefits of early diagnosis and preventive care has led to increased patient engagement and proactive health management. This trend significantly influences the demand for diagnostic tests. Increased awareness about the importance of preventive healthcare encourages patients to seek regular screenings and diagnostic tests. Educational campaigns and health awareness programs drive demand for IVD products. Patients are becoming more proactive in managing their health, seeking out diagnostic tests to detect potential issues before they become severe. This shift in behavior supports market growth for preventive diagnostic solutions. The rise of digital health tools and apps that provide information about preventive care and health tracking further promotes patient engagement and increases demand for diagnostic tests. Companies should leverage health awareness trends by providing educational resources and promoting the benefits of early diagnosis. Developing patient-centric diagnostic solutions and integrating with digital health platforms can enhance market penetration and growth. Government policies and health initiatives that prioritize preventive care and early diagnosis play a significant role in driving the IVD market. These policies often include funding and support for diagnostic testing and preventive programs. Government funding and subsidies for preventive health programs and screenings create a favorable environment for the adoption of diagnostic tests. This support boosts demand for IVD products. Policies that incentivize the development and use of preventive diagnostic technologies can drive innovation and market growth. Regulatory support for new diagnostic tests aligns with preventive healthcare goals. Government-led public health campaigns focusing on early diagnosis and disease prevention increase the visibility and demand for diagnostic tests. Companies should engage with policymakers and participate in health initiatives to align with supportive government policies. Leveraging funding opportunities and regulatory incentives can drive product adoption and market expansion.

#### Key Market Challenges

##### Regulatory and Compliance Issues

The regulatory environment for IVD products in Mexico is complex and evolving. Companies must navigate a range of regulations and compliance requirements set by various authorities, including the Federal Commission for Protection against Sanitary Risk (COFEPRIS). The stringent and sometimes ambiguous regulatory framework can create barriers to market entry and expansion. The process of obtaining regulatory approval for new IVD products can be lengthy and cumbersome, leading to delays in market entry. This can hinder the ability of companies to introduce innovative products in a timely manner. Ensuring compliance with regulatory requirements involves significant costs related to clinical trials, documentation, and quality assurance processes. These costs can be particularly challenging for smaller companies or new entrants. Frequent changes or updates in regulations can create uncertainty for companies, impacting their strategic planning and investment decisions. To overcome regulatory challenges, companies should invest in understanding and adapting to local regulatory requirements. Engaging with regulatory consultants, building strong relationships with regulatory bodies, and staying informed about regulatory changes can help mitigate these challenges and streamline the approval process.

##### Economic Constraints and Healthcare Funding

Economic constraints and limitations in healthcare funding are significant challenges impacting the growth of the IVD market in Mexico. Despite economic growth, disparities in income and healthcare access can affect the overall market for diagnostic products.

Limited budgets for public health initiatives and diagnostic testing can restrict the availability and adoption of advanced IVD

technologies. This is particularly relevant in public healthcare settings where cost considerations are paramount. Inadequate insurance coverage for certain diagnostic tests can limit patient access and reduce demand for high-cost IVD products. Economic disparities between different regions and socioeconomic groups can affect the distribution and utilization of IVD products. Areas with lower economic activity may face challenges in adopting advanced diagnostic technologies. To address economic constraints, companies can explore cost-effective solutions and value-based pricing models. Collaborating with government agencies and healthcare providers to increase funding for diagnostic services and improve insurance coverage can also enhance market access and growth opportunities.

#### Market Fragmentation and Competition

The IVD market in Mexico is characterized by fragmentation and intense competition among both local and international players. The diverse range of diagnostic needs and the presence of multiple market segments can create challenges for companies trying to establish a strong market presence.

Intense competition among established players and new entrants can lead to price wars and reduced profit margins. Companies must differentiate their products through innovation and quality to maintain a competitive edge. Some segments of the IVD market may become saturated with similar products, making it challenging for companies to gain market share and achieve sustainable growth. The distribution network for IVD products can be fragmented, with varying levels of access and infrastructure across different regions. This can impact the efficiency of product distribution and market penetration.

To navigate market fragmentation and competition, companies should focus on differentiating their products through innovation and advanced features. Building strong distribution networks, forming strategic partnerships, and targeting underserved market segments can help enhance market presence and achieve growth.

#### Key Market Trends

##### Rise of Personalized Medicine and Precision Diagnostics

Personalized medicine and precision diagnostics are transforming the healthcare landscape by focusing on tailored treatment plans based on individual genetic, environmental, and lifestyle factors. This trend is driving the demand for advanced diagnostic tools that provide detailed insights into individual health profiles.

There is an increasing need for genetic testing and molecular diagnostics to identify genetic predispositions to diseases and tailor treatments accordingly. This trend is spurring the growth of molecular diagnostic reagents and platforms that enable comprehensive genetic analysis. As treatments become more personalized, the demand for diagnostics that can guide targeted therapies and monitor treatment efficacy grows. This includes assays and tests that can measure biomarkers relevant to specific diseases. Advances in genomics, proteomics, and metabolomics are leading to the development of novel diagnostic technologies, such as next-generation sequencing (NGS) and liquid biopsy, which are gaining traction in the Mexican market. Companies investing in personalized diagnostics and precision medicine will likely experience growth due to increasing demand for individualized healthcare solutions. Collaborations with research institutions and healthcare providers to develop and validate new diagnostic tools will be critical for leveraging this trend.

##### Expansion of Point-of-Care Testing (POCT)

Point-of-care testing (POCT) refers to diagnostic tests conducted at or near the site of patient care, providing rapid results and enabling immediate clinical decisions. The expansion of POCT is driven by the need for quicker diagnoses and more accessible testing solutions.

POCT devices enhance access to diagnostic testing in remote or underserved areas, which is particularly relevant for a country like Mexico with diverse healthcare accessibility. The demand for immediate test results for conditions such as diabetes, cardiovascular diseases, and infectious diseases drives the development of advanced POCT technologies. This trend is leading to the growth of portable and user-friendly diagnostic devices. POCT solutions are increasingly integrated with digital health platforms, enabling remote monitoring and telemedicine applications. This integration enhances patient management and expands the reach of diagnostic services. Investing in the development and distribution of POCT devices will allow companies to tap into emerging market segments and address the need for faster, more accessible diagnostic solutions. Partnerships with healthcare providers and technology companies to integrate POCT with digital health solutions can further amplify growth opportunities.

##### Focus on Chronic Disease Management

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The increasing prevalence of chronic diseases such as diabetes, cardiovascular conditions, and cancer is driving demand for continuous and accurate monitoring solutions. Effective management of chronic diseases relies heavily on regular diagnostic testing and monitoring.

There is a growing need for diagnostic tools that provide continuous or frequent monitoring of chronic conditions. This includes glucose monitoring systems for diabetes and lipid panels for cardiovascular health. Advances in predictive diagnostics are enabling early detection and risk assessment of chronic diseases, allowing for timely interventions and better disease management. The focus on chronic disease management is also driving the development of patient-centric diagnostic solutions that are user-friendly and support self-testing and home monitoring. Companies that focus on developing innovative diagnostic solutions for chronic disease management will benefit from the expanding market. Engaging in research and development to create advanced monitoring devices and predictive diagnostic tools will be crucial for meeting the growing demand in this area.

#### Segmental Insights

##### Technique Insights

Based on the category of Technique, the Immuno Diagnostics segment emerged as the dominant in the Mexico In-Vitro Diagnostics (IVD) Market in 2023. The Immuno Diagnostics segment holds a dominant position in the Mexico In-Vitro Diagnostics (IVD) market, driven by various factors that align with the broader market dynamics and specific needs within the region. ELISA is a widely used technique due to its high sensitivity and specificity in detecting antigens and antibodies. In Mexico, the prevalence of infectious diseases such as dengue fever, HIV, and hepatitis B and C has driven the demand for ELISA-based tests. The ability of ELISA to provide rapid and accurate results is crucial for early diagnosis and treatment, enhancing patient outcomes and reducing healthcare costs. CLIA techniques are gaining traction due to their superior sensitivity and the ability to automate processes, thus increasing throughput and efficiency in diagnostic laboratories. In Mexico, the rise of chronic diseases like diabetes and cardiovascular conditions has necessitated advanced diagnostic tools that CLIA offers. These tests are pivotal in monitoring disease markers and managing long-term patient care, contributing significantly to the segment's dominance.

Though less common due to safety concerns related to radioactivity, RIA is still utilized in specialized settings for its exceptional sensitivity in detecting hormones and drugs at very low concentrations. In Mexico, the application of RIA in endocrinology, particularly in thyroid function tests and reproductive health, underscores its relevance. Despite its niche usage, RIA remains a critical component of the immuno diagnostics landscape. The need for point-of-care testing (POCT) in remote and underserved areas has propelled the use of rapid immunoassays. These tests offer quick results, which are essential in controlling outbreaks and managing infectious diseases in real-time. In Mexico, the implementation of rapid tests for conditions such as COVID-19 and sexually transmitted infections has been crucial in public health initiatives, enhancing the segment's market share. These factors are expected to drive the growth of this segment.

##### Product Insights

The Reagent segment is projected to experience rapid growth during the forecast period. The Reagent segment plays a pivotal role in the Mexico In-Vitro Diagnostics (IVD) market, dominating through its comprehensive range of products that cater to diverse diagnostic needs. This dominance is underpinned by the critical role reagents play in various diagnostic procedures, their continuous innovation, and the strategic market dynamics within Mexico. Clinical chemistry reagents are essential for a broad spectrum of tests including glucose levels, liver function tests, and renal function assessments. In Mexico, the rising prevalence of chronic diseases such as diabetes and liver disorders necessitate reliable and accurate testing. Clinical chemistry reagents provide the precision needed for these assessments, ensuring accurate diagnosis and effective monitoring, which is crucial for managing long-term conditions.

Immunoassay reagents are fundamental for detecting hormones, proteins, and markers of infectious diseases. The increasing incidence of infectious diseases like dengue, HIV, and hepatitis in Mexico has driven the demand for high-quality immunoassay reagents. These reagents enable sensitive and specific detection of antigens and antibodies, facilitating early diagnosis and improving patient outcomes, thus reinforcing their market dominance. The growth of personalized medicine and the need for precise genetic testing have elevated the importance of molecular diagnostic reagents. In Mexico, the application of these reagents in detecting genetic disorders, infectious agents, and cancer markers is expanding. The ability to provide rapid and accurate molecular data supports targeted therapies and personalized treatment plans, highlighting the strategic importance of molecular diagnostic reagents in the market. These factors collectively contribute to the growth of this segment.

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## Regional Insights

North Mexico emerged as the dominant in the Mexico In-Vitro Diagnostics (IVD) Market in 2023, holding the largest market share in terms of value. The North Mexico region holds a dominant position in the Mexico In-Vitro Diagnostics (IVD) market due to a combination of economic, healthcare, and demographic factors. This dominance is driven by the region's advanced healthcare infrastructure, significant investments in medical technology, and strategic geographic advantages. The economic strength of North Mexico is a crucial driver of its dominance in the IVD market. The region includes economically prosperous states such as Nuevo Leon, Coahuila, and Chihuahua, which have higher per capita income compared to other regions in Mexico. This economic prosperity translates into better-funded healthcare systems, enabling the acquisition and utilization of advanced diagnostic technologies. The strong industrial base in this region also supports the growth of local manufacturing and distribution of IVD products, enhancing market accessibility and reducing costs.

North Mexico boasts some of the most advanced healthcare facilities in the country, including renowned hospitals and specialized diagnostic centers. Cities like Monterrey are home to leading medical institutions that offer comprehensive diagnostic services, utilizing state-of-the-art IVD technologies. The presence of these advanced facilities attracts patients from across Mexico and even from neighboring countries, boosting the demand for IVD tests and services in the region. Additionally, the availability of well-trained healthcare professionals ensures high-quality diagnostic care, reinforcing the region's market leadership. The strategic geographic location of North Mexico, particularly its proximity to the United States, offers significant advantages. This proximity facilitates easier and faster access to advanced medical technologies and innovations from the US, allowing the region to stay at the forefront of diagnostic advancements. Moreover, cross-border healthcare collaborations and partnerships enhance the availability and quality of IVD products and services in North Mexico. The region also benefits from efficient logistics and supply chain networks, ensuring timely delivery of diagnostic reagents and equipment.

## Key Market Players

- BIOMERIEUX SA
- Danaher Corporation
- F. Hoffmann-La Roche Ltd
- Becton, Dickinson and Company
- Bio-Rad Laboratories Inc
- Abbott Laboratories Inc.
- Sysmex Corporation
- Siemens Healthineers AG
- Thermo Fisher Scientific Inc
- Seegene Inc

## Report Scope:

In this report, the Mexico In-Vitro Diagnostics (IVD) Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### ■ Mexico In-Vitro Diagnostics (IVD) Market, By Technique:

- o Clinical Chemistry
- o Molecular Diagnostics
- o Immuno Diagnostics
- o Hematology
- o Other

### ■ Mexico In-Vitro Diagnostics (IVD) Market, By Product:

- o Instrument
- o Reagent
- o Other

### ■ Mexico In-Vitro Diagnostics (IVD) Market, By Usability:

- o Disposable IVD Devices
- o Reusable IVD Devices

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#### ☐☐Mexico In-Vitro Diagnostics (IVD) Market, By Application:

- o Infectious Disease
- o Cancer/Oncology
- o Cardiology
- o Autoimmune Disease
- o Diabetes
- o Nephrology
- o Other

#### ☐☐Mexico In-Vitro Diagnostics (IVD) Market, By End User:

- o Diagnostic Laboratories
- o Hospitals and Clinics
- o Other

#### ☐☐Mexico In-Vitro Diagnostics (IVD) Market, By Region:

- o North Mexico
- o Central Mexico
- o South Mexico

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Mexico In-Vitro Diagnostics (IVD) Market.

#### Available Customizations:

Mexico In-Vitro Diagnostics (IVD) market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

☐☐Detailed analysis and profiling of additional market players (up to five).

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