

India Point-of-Care Diagnostics Market Assessment, By Product [Glucose Monitoring, Cardiometabolic Testing Products, Infectious Disease Testing Products, Coagulation Testing Products, Others], By Prescription [OTC Testing, Prescription-based Testing], By End-user [Hospitals, Diagnostic Centers, Research Laboratories, Home-care Settings, Others], By Region, Opportunities and Forecast, FY2018-FY2032F

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Report description:

India point-of-care diagnostics market is projected to grow at a CAGR of 8.47% from FY2025 to FY2032, increasing from USD 1.41 billion in FY2024 to USD 2.71 billion by FY2032.

The market is expanding due to advanced diagnostic technologies, rising incidences of chronic diseases, the benefits of point-of-care diagnostics, and growing health awareness. Increased investments in the healthcare sector also contribute to the growth.

During recent years, the Indian government has made massive investments in this healthcare sector realizing its importance since the economy of the country is increasing. The COVID-19 pandemic has created a need for superior health infrastructure and thus the government has increased spending as an endeavor to bridge the disparities that were highlighted during the pandemic. In turn, now India is emerging as the most desirable destination for advanced diagnostic services. The growing demand for point-of-care diagnostics is driven by factors such as increased preference for home healthcare, rapid test results, and test result accuracy. The demand for home healthcare is also increasing in underserved rural areas where the population is aging tremendously. Researchers are working on developing such advanced technologies. For instance, in August 2023, CrisprBits Private Limited collaborated with Molbio Diagnostics Pvt. Ltd. to develop and launch more advanced point-of-care tests based on CRISPR for the onsite testing of pathogens as well as genetic markers using CrisprBit' innovative platform PathCrisp and advanced RNA and Cas enzyme technologies.

Increasing Prevalence of Chronic Diseases Supports Market Expansion

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The increasing prevalence of chronic diseases in India is fueling the demand for point-of-care diagnostics, with diabetes being the major contributor. According to the World Health Organization (WHO), diabetes increases the risk of heart conditions such as stroke and heart attacks. At present, there are around 100 million confirmed or undiagnosed cases, which are expected to almost double within the next two decades. Diagnoses of Type 2 diabetes among young individuals have been increasingly reported, and this currently stands at 25% of people below the age of 25. This necessitates a consistent rise in the demand for advanced diagnostic testing to accurately diagnose diabetes and its heart-related complications. Several companies in the country are working on innovating and developing advanced diagnostic technologies to address the rising demand for point-of-care diagnostics. For instance, in April 2024, F. Hoffmann-La Roche Ltd. (Roche Products India Private Limited) announced the launch of the point-of-care NT-proBNP test for diabetes patients at risk of cardiovascular diseases, such as heart failure. The innovation will be available on the Cobas h 232 system to boost the diagnosis and management of patients with type 2 diabetes, especially in countries with a high burden of diabetes, like India.

Growing Investments Fueling the Market Growth

In India, government and private companies are investing in point-of-care diagnostics. The increasing demand for rapid and accurate diagnostic solutions forces private firms to produce even better products for health access, mainly in underprivileged regions. These investments entail developing new technologies that enable direct testing and diagnosis, which is a significant factor in determining the right treatment at the right time. These investments allow companies to develop extensions of diagnostic portfolios in their country. For instance, in May 2024, Cipla Ltd. (Chemical Industrial & Pharmaceutical Laboratories Ltd) invested in additional equity amounting to USD 3.13 million (INR 26 crore) into Achira Labs Pvt Ltd. by the issuance of optionally convertible preference shares. Cipla would acquire an additional 27.27% voting rights in this deal beyond its investment in June 2022. Besides, the government is actively enhancing diagnostics for POC by undertaking several policies to strengthen health infrastructure and regulatory frameworks. These include initiatives for R&D and partnerships with private entities to introduce new diagnostic tests efficiently. This collaboration enhances Healthcare infrastructure, which also addresses the need for accessible diagnostic services across the country's diverse populations, thus fueling growth in this market.

Glucose Monitoring to Hold a Significant Market Share

The India POC diagnostics market is dominated by glucose monitoring. India boasts one of the world's largest diabetes populations, with over 79.4 million cases expected in 2030, which makes the prevalence alarming and fuels the need for effective glucose monitoring solutions. Some of the technological advancements include continuous glucose monitoring (CGM) systems, which provide real-time data that have empowered patients and healthcare providers to better manage diabetes. Such technologies improve patient engagement and adherence to treatment plans. Greater awareness of the necessity of diabetes management also contributes to market growth. To further support this trend is the emergence of digital health solutions and applications since these enable access to monitoring devices more efficiently. For instance, in May 2024, Beurer India Private Limited launched a blood glucose monitor that will be accessible to Indian customers starting from the end of September. The company is hoping for revenue growth through this launched product and is keen to make sure glucose-monitoring products are high-quality innovations that meet consumer needs for health monitoring while keeping the excellence bar higher.

Future Market Scenario (FY2025 -FY2032F)

Several transformative developments are expected to shape the future of India's point-of-care diagnostics market. Such technological advancements, including one all-in-one device for a wide range of testing parameters, microfluidics, biosensors, and dry chemistry, enhance diagnostics accuracy and speed. Such developments enable fast results based on the small quantities of samples, one feature that makes them suitable for diverse settings within healthcare, even remote ones. Increased adoption of artificial intelligence and the Internet of Things in point-of-care devices will allow for real-time data collection and remote monitoring and boost patient management and decision-making. For instance, in January 2023, Cipla Ltd. launched a point-of-care testing device called Cippoint. The results of the device come out between 3 to 15 minutes. The CE IVD-approved device uses immunofluorescence to test a range of health parameters that include markers for cardiology, metabolic, and infections. The product is an automatic, user-friendly construction that further enables faster diagnosis in smaller healthcare facilities, in rural areas, and mobile clinics.

For instance, in April 2023, Molbio Diagnostics Pvt. Ltd collaborated with SigTuple Technologies Private Limited to develop

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advanced diagnostic devices for point-of-care testing. This collaboration would make quality diagnostics significantly accessible through the development of AI-powered portable battery-operated devices for tests such as Hematology, Biochemistry, and Electrochemistry. The friendly devices deliver accurate results in minutes without a skilled lab technician, thus reducing the healthcare gap.

Key Players Landscape and Outlook

India point-of-care diagnostics market is becoming highly competitive, wherein key players are taking strategic steps to build their stronghold in the market. These include strategic local and international partnerships, pooling of expertise, tailoring solutions to the Indian market, and investments in smaller firms to expand the portfolio. Another trend is integrating digital health with its focus on collaboration between e-commerce platforms and healthcare service providers so that rural areas may also be covered. A key focus in this industry is innovation, as the key players invest in research and development to introduce high-value technology into products. The above strategies would attempt to enhance the market position of these key players.

In March 2022, F. Hoffmann-La Roche Ltd. (Roche Diagnostics) collaborated with SRL Diagnostics to upgrade SRL's lab at Fortis Memorial Research Institute by deploying the integrated analyzer series of Roche Diagnostics. It is one such system that enhances the productivity of labs because of its intensive suite of over 230 tests, which comprises maternal health, Alzheimer's risks, and cardiology risks within a few, and all get delivered through one sample of blood. It strives to maximize the efficiency of a lab in minutes and hours with resources in a compact space and budget.

For instance, in March 2023, Cepheid Inc. inaugurated its first Indian manufacturing site, with the Karnataka government in attendance. The new unit will reportedly produce the company's Xpert tuberculosis (TB) testing cartridges for both Indian and export markets. This is another piece of evidence of Cepheid's commitment to making advanced molecular diagnostics available, accessible, and of high quality to healthcare providers and their patients across the region.

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