

**India Malaria Rapid Test Kit Market By Test Type (Antigen detection and Antibody Detection) By Distribution Channel (Online Sale, Retails, and Institutional Sale) By Type of Malaria (Plasmodium Falciparum and Plasmodium Vivax) By Age Group (Children, Adult and Old) By End User (Hospitals, Clinics, Diagnostics, Laboratory and Research Institute) and By Region, Competition, Forecast & Opportunities, 2020-2030F**

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**Report description:**

India Malaria Rapid Test Kit Market was valued at USD 38.41 Million in 2024 and is expected to reach USD 51.24 million with a CAGR of 4.88% during the forecast period, owing to the prevalence of malaria due to Innovation of different technologies may anticipated the growth of India malaria rapid test kit market.

The India Malaria Rapid Test Kit Market refers to the market for rapid diagnostic tests (RDTs) used to detect the presence of malaria parasites in human blood samples. Malaria is a major public health concern in India, According to the WHO report from 2021, malaria continues to be a significant public health challenge in India. The country accounts for 1.7% of the global malaria case burden, 1.2% of global malaria-related deaths (52% of all malaria deaths outside of sub-Saharan Africa), and 85.2% of the malaria burden in Southeast Asia. Notably, India is responsible for 47% of the global Plasmodium vivax malaria burden, highlighting its strategic importance in the global effort to eliminate malaria, especially within the Southeast Asian region. It also offers a quick and convenient way to diagnose malaria in a timely manner, especially in such places where there is limited access to laboratory. Plasmodium antigen detected by malarial kit present in blood cause by malaria antigen.

The India Malaria Rapid Test Kit Market is driven by various factors, including the increasing prevalence of malaria, the growing awareness about the benefits of early diagnosis, and the government's efforts to improve healthcare infrastructure and control

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the spread of malaria. for instance, In June 2024, the Yogi Adityanath government in Uttar Pradesh launched an intensified campaign to eradicate malaria from the state by 2027. This initiative focused on thorough investigation and complete treatment of every malaria case. June was observed as Anti-Malaria Month under the National Vector Borne Disease Control Programme, with 771 malaria cases reported in the state that year. The efforts included enhanced case reporting and management, along with increased epidemiological and entomological investigations. Additionally, vector control measures were accelerated. These factors may be contributed for the growth of India Malaria Rapid Test kit market.

Several companies are involved in the production and distribution of malaria rapid test kits in India, including Med source Ozone Biomedicals, Oscar Medicare, and DiaSys India. These companies offer a range of test kits, including both single-use and multi-use tests, and cater to the needs of various end-users, such as hospitals, clinics, and diagnostic laboratories.

#### Key Market Drivers

##### Development of New and Innovative test kit

New and innovative malaria rapid test kits may offer improved accuracy and reliability, which is critical for accurate diagnosis of the disease. This can increase the confidence of healthcare professionals in using these tests and thereby promote their adoption in the market.

The development of new and innovative test kits can also lead to cost savings for healthcare providers and patients. The cost of diagnosis can be a significant barrier in accessing healthcare services in many parts of India, especially in rural areas. The availability of cost-effective malaria rapid test kits can help overcome this barrier and promote their adoption in the market it may increase the market of India malaria rapid test kit.

New and innovative malaria rapid test kits may be designed to be more user-friendly, portable, and suitable for use in resource-limited settings. This can increase the accessibility of these tests, especially in remote and underserved areas of the country, and thereby promote their adoption in the market.

The development of new and innovative malaria rapid test kits can help manufacturers differentiate their products in the market. This can help them gain a competitive advantage and increase India malaria rapid test kit market.

##### Increasing Prevalence of Malaria

The high incidence of malaria in India has led to a significant increase in the demand for diagnostic tests, including rapid test kits. As the number of malaria cases increases, the demand for rapid test kits also increases, driving the growth of the market.

The government of India has launched several initiatives to control and prevent malaria in the country. For example, the National Vector Borne Disease Control Programme (NVBDCP) has been implemented to provide comprehensive healthcare services for the prevention and control of vector-borne diseases like malaria. These initiatives promote the use of rapid test kits for malaria diagnosis, which grows the India Malaria Rapid test kit market.

The increasing prevalence of malaria has led to greater awareness and education about the disease, including the importance of early diagnosis and treatment. This has led to an increased demand for rapid test kits for malaria diagnosis, driving the growth of the India malaria rapid test kit market.

##### Investment in Healthcare Infrastructure

Investment in healthcare infrastructure can lead to the development of new healthcare facilities and the expansion of existing ones. This can increase access to healthcare services, including malaria diagnosis and treatment. As a result, the demand for rapid test kits for malaria diagnosis is likely to increase, driving the growth of the India malaria rapid test kit market. For instance, According to the Global Fund's India Funding Request for Malaria 2020-22, the National Framework for Malaria Elimination (NFME) 2016-2030 was launched in February 2016. The framework aims to eliminate malaria from India by 2030, thereby improving health, quality of life, and contributing to poverty alleviation. The NFME outlines specific goals, objectives, strategies, targets, and timelines, providing a clear roadmap for advocating and planning malaria elimination in the country through a phased approach. Investment in healthcare infrastructure can also lead to improved quality of healthcare services, including the accuracy and reliability of malaria diagnosis. As healthcare providers have access to better facilities, equipment, and trained personnel, they are more likely to use rapid test kits for malaria diagnosis. This, in turn, can promote the growth of the India Malaria Rapid Test Kit market. Investment in healthcare infrastructure can also benefit rural areas, where access to healthcare services is often limited. As healthcare facilities and services are developed or expanded in these areas, the demand for rapid test kits for malaria diagnosis is likely to increase, driving the growth of the India Malaria Rapid Test Kit market. Investment in healthcare

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infrastructure can also lead to the development of public-private partnerships, which can promote the adoption of new technologies and products, including rapid test kits for malaria diagnosis. This can drive the growth of the India malaria rapid test kit market by increasing the availability and use of these products.

#### Key Market Challenges

##### Affordability

Affordability serves as a critical barrier hindering the growth of the India Malaria Rapid Test Kit Market. With a significant portion of the population residing in economically disadvantaged areas, the low purchasing power of individuals poses a substantial challenge. Even if awareness about the importance of early malaria detection exists, many individuals prioritize basic needs over healthcare expenses, including the purchase of rapid test kits. Moreover, the predominance of out-of-pocket healthcare expenses further exacerbates affordability issues, particularly in rural regions where access to affordable healthcare services is limited. Without subsidies or government support programs to alleviate costs, the price sensitivity of consumers becomes a significant deterrent, resulting in reduced demand and slower market growth.

##### Preference for Traditional Remedies

The preference for traditional remedies presents a notable impediment to the growth of the India Malaria Rapid Test Kit Market. In many communities, particularly in rural areas, there exists a deeply ingrained reliance on traditional healing practices for managing health conditions, including malaria. This preference often stems from cultural beliefs, longstanding traditions, and a lack of trust in modern healthcare interventions. Consequently, individuals may be less inclined to seek out or trust the efficacy of rapid test kits, opting instead for traditional remedies such as herbal concoctions or rituals. This poses a challenge for the widespread adoption of rapid test kits, as efforts to promote their use and raise awareness about the benefits of early malaria detection may be met with skepticism or resistance.

#### Key Market Trends

##### Technological Advancements

Technological advancements are poised to significantly influence the growth of the India Malaria Rapid Test Kit Market by enhancing the performance, accuracy, accessibility, and affordability of these diagnostic tools. Innovations such as the development of more sensitive and specific testing methods, integration of smartphone-based diagnostic platforms, and the use of microfluidic and nanotechnology approaches hold promise for improving the efficiency and reliability of rapid test kits. Additionally, advancements in manufacturing processes could lead to cost reductions, making these kits more affordable and accessible to a wider population, including those in rural and resource-limited settings. Furthermore, advancements in data analytics and connectivity can facilitate real-time monitoring of malaria prevalence and aid in targeted intervention strategies.

##### Point-of-Care Testing

The Point-of-care testing (POCT) is expected to have a transformative impact on the growth of the India Malaria Rapid Test Kit Market by revolutionizing the way malaria diagnosis is conducted. POCT enables rapid and decentralized testing, allowing for on-the-spot diagnosis and immediate initiation of treatment, particularly in remote and underserved areas where access to healthcare facilities may be limited. The convenience and speed offered by POCT reduce the time to diagnosis and treatment, which is crucial for effectively managing malaria and preventing complications. Furthermore, POCT eliminates the need for specialized laboratory infrastructure and trained personnel, making it well-suited for resource-limited settings. As a result, the adoption of POCT solutions in India is expected to drive increased demand for malaria rapid test kits, propelling market growth and improving healthcare outcomes for populations at risk of malaria.

#### Segmental Insights

##### Test Type Insights

In 2024, Antigen Detection emerged as the fastest growing test type in the India Malaria Rapid Test Kit Market due to several factors. Antigen detection tests offer numerous advantages over other test types, including rapid results, simplicity of use, and cost-effectiveness. These tests detect specific malaria antigens in a patient's blood sample, providing quick and accurate diagnosis at the point of care. Additionally, antigen detection tests have shown high sensitivity and specificity, making them reliable tools for malaria diagnosis even in resource-limited settings where access to laboratory facilities is limited. Their ability to detect malaria infections, particularly those caused by *Plasmodium falciparum*, which is prevalent in India, further enhances their utility and popularity among healthcare providers.

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## Type of Malaria Insights

In 2024, Plasmodium falciparum emerged as the dominant type of malaria driving the market due to its prevalence and severity in India. Plasmodium falciparum is known to cause severe and potentially life-threatening forms of malaria, making early and accurate diagnosis critical for effective treatment and management. Rapid test kits specifically designed to detect antigens associated with Plasmodium falciparum infections have gained prominence due to their ability to provide quick and reliable diagnosis at the point of care. Given the significant burden of Plasmodium falciparum malaria in India, particularly in regions with high transmission rates, healthcare providers prioritize the use of rapid test kits capable of detecting this specific parasite species.

## Regional Insights

In 2024, the South region of India emerged as the dominant force in the malaria rapid test kit market due to several key factors. Firstly, the southern region of India, including states such as Karnataka, Tamil Nadu, Andhra Pradesh, and Kerala, experiences a higher prevalence of malaria compared to other parts of the country, particularly during the monsoon season when vector populations thrive. This heightened malaria burden creates a significant demand for rapid and accurate diagnostic tools to facilitate timely treatment and control efforts. Additionally, the southern region is characterized by relatively better healthcare infrastructure and access to healthcare services compared to some other parts of the country, which facilitates the adoption and utilization of malaria rapid test kits. Furthermore, proactive government initiatives, robust public health programs, and partnerships with non-governmental organizations (NGOs) focused on malaria control and elimination contribute to heightened awareness, increased testing, and the widespread deployment of rapid test kits in the southern region.

## Key Market Players

- Mitra & Co Pvt Ltd
- Oscar Medicare Pvt Ltd
- Span Diagnostics Pvt Ltd
- Premier Medical Corporation Pvt. Ltd.
- SD Biosensor Inc.
- Siemens Healthcare Diagnostics Inc.
- Tulip Diagnostics Pvt Ltd

## Report Scope:

In this report, the India Malaria Rapid Test Kit Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### □□ India Malaria Rapid Test Kit Market, By Test Type:

- o Antigen Detection Test
- o Antibody Detection Test

### □□ India Malaria Rapid Test Kit Market, By Distribution Channel:

- o Online Sale
- o Retail Sale
- o Institutional Sale

### □□ India Malaria Rapid Test Kit Market, By Type of Malaria:

- o Plasmodium Falciparum
- o Plasmodium Vivax

### □□ India Malaria Rapid Test Kit, By Age Group:

- o Child
- o Adult
- o Old

### □□ India Malaria Rapid Test Kit Market, By End User:

- o Hospital
- o Clinic
- o Diagnostic Laboratories
- o Research Institution

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☐ India Malaria Rapid Test Kit Market, By Region:

- o North
- o South
- o East
- o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Malaria Rapid Test Kit Market.

Available Customizations:

India Malaria Rapid Test Kit Market report with the given market data, TechSci 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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