

In Vitro Diagnostics Market by Product & Service (Kits, Instruments), Technology (Immunoassay, Hematology, Glucose Monitoring), Specimen (Blood), Site of Testing, Application (Endocrinology, Cardiology, Infectious Diseases) & Region- Global Forecast to 2030

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Report description:

The global In vitro diagnostics market is projected to reach USD 157,632.5 million by 2030 from USD 109,065.5 million in 2025, at a CAGR of 7.6% during the forecast period. This is due to the increasing global burden of chronic diseases such as diabetes, cardiovascular conditions, cancer, and infectious diseases (e.g., HIV, tuberculosis). Demand for faster results, decentralized testing, and home-based diagnostics are pushing growth in point-of-care (POC) testing devices, innovations such as high-throughput systems, lab-on-a-chip, next-generation sequencing (NGS), and POC diagnostics, and government and private sector investments in healthcare infrastructure, especially in developing economies, are improving access to diagnostic services. The reagents & kits segment is expected to grow at the highest CAGR during the forecast period.

Based on the product, the in vitro diagnostics market is divided into reagents & kits, instruments, and data management software & services. In 2024, the reagents & kits segment grew at the highest CAGR in vitro diagnostics market. This is due to the growing number of tests across hospitals, labs, and home settings, the expansion of rapid and self-testing kits, especially for glucose, pregnancy, and infectious disease detection, the expansion of clinical laboratories, diagnostic chains, and POC testing environments increases reagent usage. Continuous product launches and regulatory approvals-such as CE-IVD marking and FDA clearances-are expanding the portfolio and accessibility of specialized test kits across various clinical applications.

The infectious diseases segment of the in vitro diagnostics market, by application, is expected to hold the largest market share during the forecast period.

Based on application, the in vitro diagnostics market is segmented into infectious diseases, oncology, endocrinology, cardiology, blood screening, genetic testing, autoimmune diseases, allergy diagnostic, drug monitoring & testing, bone & mineral disorders,

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coagulation testing, blood group typing, and other applications. The infectious disease segment accounts for the largest market share of the in vitro diagnostics market due to the continued prevalence of diseases such as HIV, hepatitis, and tuberculosis, and emerging threats such as Malaria and Mpox, the need for fast, accessible testing-especially in remote or resource-limited settings-has boosted the adoption of portable and easy-to-use IVD kits for infectious diseases, and technologies such as RT-PCR (Reverse transcription polymerase chain reaction) and syndromic panel testing enable accurate, high-throughput diagnosis of multiple pathogens, driving growth in hospital and lab settings.

Asia Pacific is expected to hold the highest CAGR in the in vitro diagnostics market during the forecast period.

The global in vitro diagnostics market is segmented into six major regions, namely, North America, Europe, Asia Pacific, Latin America, Middle East & Africa, and GCC Countries. Asia Pacific is estimated to grow at the highest CAGR during the forecast period. The IVD market in the Asia Pacific region is growing rapidly due to the increasing prevalence of communicable and non-communicable diseases, especially in highly populated countries such as China and India. These countries are seeing a rise in conditions such as diabetes, cancer, cardiovascular diseases, tuberculosis, and hepatitis. Concurrently, the aging population is driving the IVD market in the Asia Pacific region, especially in Japan, South Korea, and China. For instance, within China, 216.76 million people are aged 65 and above, or 15.4% of the population, a 2023 report by China's Ministry of Civil Affairs and the China National Committee on Aging stated. This trend is resulting in a growing demand for chronic disease monitoring and regular diagnostics. In an effort to increase local production and decrease the reliance on imports, regional governments are promoting the manufacture of diagnostic reagents, kits, and equipment locally, thus also fuelling the growth of the market.

A breakdown of the primary participants referred to for this report is provided below:

-□By Company Type: Tier 1- 42%, Tier 2- 30%, and Tier 3- 28%

-□By Designation: C-level- 46%, Director level- 23%, and Others- 31%

-□By Region: North America- 23%, Europe- 45%, Asia Pacific- 28%, Latin America- 3%, Middle East & Africa- 0.5%, and GCC Countries- 0.5 %

Note 1: Companies are classified into tiers based on their total revenue. As of 2023, Tier 1 = >USD 10.0 billion, Tier 2 = USD 1.0 billion to USD 10.0 billion, and Tier 3 = <USD 1.0 billion.

Note 2: C-level primaries include CEOs, CFOs, COOs, and VPs.

Note 3: Others include sales managers, marketing managers, business development managers, product managers, distributors, and suppliers.

The major players operating in the in vitro diagnostics market include Danaher (US), F. Hoffmann-La Roche Ltd (Switzerland), Abbott (US), Siemens Healthineers AG (Germany), Thermo Fisher Scientific Inc. (US), Illumina, Inc. (US), Hologic, Inc. (US), Bio-Rad Laboratories, Inc. (US), bioMérieux (France), Sysmex Corporation (Japan), Revvity (US), Becton, Dickinson and Company (US), Agilent Technologies, Inc. (US), Qiagen (Germany), DiaSorin S.p.A. (Italy), Grifols, S.A. (Spain), Werfen (Spain), and QuidelOrtho Corporation, (US) among others.

Research Coverage

This report studies the in vitro diagnostics market based on product & service, technology, specimen, site of testing, application, end user, and region. The report also studies factors (such as drivers, restraints, opportunities, and challenges) affecting market growth and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micro markets with respect to their individual growth trends and forecasts the revenue of the market segments with respect to six major regions (and the respective countries in these regions).

Reasons to Buy the Report

The report will enable established firms as well as entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them to gain a larger market share. Firms purchasing the report could use one or a combination of the below-mentioned strategies to strengthen their market presence.

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This report provides insights on the following points:

- Analysis of key drivers (Increasing geriatric population and subsequent rise in chronic diseases, growing awareness of early disease diagnosis in emerging economies, emergence of rapid PoC technologies and rising adoption of automated analyzers, growing preference for personalized medicines), restraints (Unfavorable reimbursement scenario, stringent regulatory requirements, High cost of diagnostic equipment), opportunities (introduction of disease-specific biomarkers and tests, increasing significance of companion diagnostics, growth opportunities in developing countries, Improvements in immunoassay diagnostic technologies, digitalization trend), challenges (operational barriers, data privacy, and cybersecurity risks)
- Market Penetration: Complete knowledge of the spectrum of products presented by the major companies in the in vitro diagnostics market
- Product Development/Innovation: Comprehensive understanding of the forthcoming trends, research and development initiatives, and product launches within the in vitro diagnostics market
- Market Development: Complete knowledge about profitable developing regions
- Market Diversification: Exhaustive knowledge of new goods, expanding geographies, and current changes in the in vitro diagnostics industry helps to diversify the market
- Competitive Assessment: Comprehensive evaluation of market segmentation, development plans, income analysis, and goods of the top market participants

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