

# MARKET REPORT



Influenza Diagnostics Market, By Test Type (Rapid Influenza Diagnostic Tests, Reverse Transcription Polymerase Chain Reaction, and Cell Culture), by End Use (Point of Care Testing, Clinical Laboratories, and Hospitals), and By Geography (NA, EU, APAC, LATAM and MEA) – Analysis, Share, Trends, Size, & Forecast from 2020 – 2026- COVID-19 Updated

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## REPORT HIGHLIGHT

Influenza diagnostics market was valued at USD 2.83 billion by 2019, growing with 6.1% CAGR during the forecast period, 2020-2026

## Market Dynamics

The growing prevalence of chronic diseases such as blood disorder, heart disorders, and diabetes and the increasing geriatric population all across the globe are the major factors boosting the growth of the global influenza diagnostics market. In addition, the emergence of advancements in technology for diagnostic tests and increasing government initiatives for countering influenza are other factors impelling market growth.

The immunosuppresses individuals, especially those suffering from chronic diseases, are more susceptible to influenza and thus, the demand for influenza diagnostic products is been increasing. The data presented by Centers for Disease Control and Prevention (CDC), approximately 85 laboratory-confirmed paediatric deaths were witnessed in Puerto Rico, District of Columbia, and 33 other states. In 2016, the mortality due to influenza in the U.S. was 4,605, which indicated 1.4 deaths per 100,000 individuals. However, the mutation of the virus serotype is predicted to hinder the market growth during the forecast period.

## Test Type Takeaway

The rapid influenza diagnostic tests (RIDT) segment accounted for the largest market share in 2019 and is expected to grow at a healthy growth rate during the forecast period. This is mainly because these test types are frequently used for the diagnosis of influenza. Moreover, RIDT is considered as the gold standard test working for the diagnosis of influenza and delivers quick results, which is further estimated to dominate the global market by 2030. On the other hand, the cell culture test type is commonly considered as a reference method and is extensively used when the incidence rate of the disease is being tested. This test type provides accurate statistics along with an ability to precisely distinguish between the several types of influenza viruses. Thus, the cell culture segment is estimated to grow at an impressive growth rate during the period of forecast.

## End Use Takeaway

The hospitals end-use segment for overall influenza diagnostics registered for the majority of market share in 2019 and is projected to steadily slow down owing to the advent of POCT laboratories as these laboratories deliver accurate results. Thus, the POCT end use segment is anticipated to grow at the fastest growth rate by 2030 owing to its ease of use and advantage that it can be used by anyone without any requirement for expertise. In addition, with the advent POCT of advanced technology, the reliance of the physicians and the public on these tests has increased significantly.

## Regional Takeaway

Presently, the North America region is leading the overall influenza diagnostics market attributing to a strong

focus of the CDC on regulating the disease rates. Additionally, the high technological advancements in this region coupled with the rising healthcare spending are projected to propel the regional market growth by 2030. On the other hand, the Asia Pacific market for influenza diagnostics is projected to witness the fastest growth owing to factors such as significant disease burden and high population density in the region.

Key players of the market include:

- Quidel Corporation
- Alere, Inc.
- Roche Diagnostics
- Siemens Healthineers
- Abbott Laboratories
- Dickinson and Company
- Becton
- Thermo Fisher Scientific
- Bio-Rad Laboratories, Inc.

The market size and forecast for each segment and sub-segments has been considered as below:

- Historical Year - 2015 to 2018
- Base Year - 2019
- Estimated Year - 2020
- Projected Year - 2026

#### TARGET AUDIENCE

- Traders, Distributors, and Suppliers
- Manufacturers
- Government and Regional Agencies
- Research Organizations
- Consultants
- Distributors

#### SCOPE OF THE REPORT

The scope of this report covers the market by its major segments, which include as follows:

#### GLOBAL INFLUENZA DIAGNOSTICS MARKET, BY TEST TYPE

- Rapid Influenza Diagnostic Tests (RIDT)
- Reverse Transcription Polymerase Chain Reaction (RT-PCR)
- Cell Culture

□ Others

#### GLOBAL INFLUENZA DIAGNOSTICS MARKET, BY END USE

□ Hospitals

□ Point of Care Testing (POCT)

□ Clinical Laboratories

□ Others

#### GLOBAL INFLUENZA DIAGNOSTICS MARKET, BY REGION

□ North America

o The U.S.

o Canada

□ Europe

o Germany

o France

o Italy

o Spain

o United Kingdom

o Rest of Europe

□ Asia Pacific

o India

o China

o South Korea

o Japan

o Singapore

o Rest of APAC

□ Latin America

o Brazil

o Mexico

o Argentina

o Rest of LATAM

□ Middle East and Africa

o Saudi Arabia

o United Arab Emirates

o Rest of MEA

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