
Description: About Pregnancy Detection Cards

Pregnancy detection cards are diagnostic products that check for chemical markers related to pregnancy. The card or cassette format is one of the three categories under rapid pregnancy tests. The remaining two are the strip format and the midstream format. Pregnancy detection cards use the chromatographic immunoassay technique for the detection of hCG in urine to detect pregnancy. The developing placenta produces hCG, which is a glycoprotein hormone, soon after fertilization, and this helps in the detection of pregnancy. Although these detection cards are available in both the OTC and Professional markets, they are largely used by end-consumers as a rapid test mechanism.

The analysts forecast the Global Pregnancy Detection Card market to grow at a CAGR of 2.43 percent and 5.01 percent in terms of revenue and unit shipments, respectively, over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the Global Pregnancy Detection Card market for the period 2015-2019. The report includes the entire range of pregnancy testing cards available in the market. The report, the Global Pregnancy Detection Card Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the APAC region, Europe, North America, and the ROW; it also covers the Global Pregnancy Detection Card market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- APAC
- Europe
- North America
- ROW

Key Vendors
- Alere
- Quidel
- Sekisui Diagnostics

Other Prominent Vendors
- AccuBio Tech
- Biotron Diagnostics
- BTN X
- Cen-Med Enterprises
- Germaine Laboratories
- LifeSign
- Mankind Pharma
- SCI International
- World of Health Biotech
- Wondfo Biotech

Market Drivers
- Economic Recovery
- For a full, detailed list, view our report

Market Challenges
- Qualms Regarding Accuracy
- For a full, detailed list, view our report

Market Trends
- Downward Pricing Pressures
- For a full, detailed list, view our report
Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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