
Description: The global lateral flow assay market is expected to grow at a strong CAGR of 8.3% during the forecast period of 2015 to 2020 and is estimated to reach USD 6.78 billion by 2020. The growth in this market is majorly driven by the rising geriatric population, high prevalence of infectious diseases, rising usage of home-based lateral flow assay tests, improved focus on decentralized or point-of-care diagnostic testing, and increasing application of lateral flow assay techniques in clinical diagnostics. However, difficulty in obtaining regulatory approvals due to the constantly changing standards, variance in test results, and insufficient reimbursements for lateral flow assay procedures are posing several challenges to the overall growth of the market.

In this report, the lateral flow assay market is segmented based on products, techniques, applications, end users, and region. Based on products, the market is segmented into kits & reagents and lateral flow readers. The lateral flow readers market is subsegmented into digital/mobile readers and benchtop readers. Based on technique, the market is segmented into sandwich assay, competitive assay, and multiplex detection assay. During the forecast period, the sandwich assay segment will continue to dominate the lateral flow assay market. This is primarily attributed to the successful application of this technique in various areas, especially clinical testing.

By 2020, North America is expected to account for the largest share of the global lateral flow assay market, followed by Europe, Asia-Pacific, and RoW. However, markets in developed geographies like North America and Europe are expected to grow at lower CAGRs as compared to the Asia-Pacific. This is because the Asia-Pacific region is characterized by favorable factors for market growth, such as rising healthcare awareness, presence of less stringent regulations, improving healthcare infrastructure, and increasing demand for quality healthcare at low costs.

The major players in the lateral flow assay market include Alere, Inc. (U.S.), F. Hoffmann-La Roche AG (Germany), Danaher Corporation (U.S.), Abbott Laboratories, Inc. (U.S.), Becton, Dickinson and Company (BD) (U.S.), Siemens Healthcare (Germany), and Thermo Fisher Scientific, Inc. (U.S.).

Alere, Inc. (U.S.), F. Hoffmann-La Roche AG (Germany), Danaher Corporation (U.S.), and Abbott Laboratories, Inc. (U.S.) were the leading players in the global lateral flow assay market in 2014. Alere, Inc. offers a diversified portfolio of lateral flow assay systems, majorly in rapid diagnostics, including a wide range of clinical diagnostic tools used in toxicology and for the diagnosis of cardiometabolic and infectious diseases. The company's leading position in the lateral flow assay market can also be attributed to its strong focus on innovations. Other leading players like F. Hoffmann-La Roche AG and Danaher Corporation have a strong geographic presence with business operations in several geographies, including Europe, North America, Latin America, Asia, Middle East, and Africa.

Reasons to Buy the Report

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market which in turn would help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (Market Penetration, Product Development/Innovation, Market Development, Market Diversification, and Competitive Assessment) for reaping a greater market share.

This report provides insights on the following pointers:

- Market Penetration: Comprehensive information on product portfolios offered by the top players in the lateral flow assay market. The report analyzes the lateral flow assay market by technique, product, application, and end user across all regions.
- Product Development/Innovation: Detailed insights on the upcoming trends, R&D activities, and new product launches in the lateral flow assay market.
- Market Development: Comprehensive information of the lucrative emerging markets by technique, product, application, end user, and geography.
- Market Diversification: Exhaustive information of new products, growing regions, recent developments, and investments in the global lateral flow assay market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, products, distribution networks, and manufacturing capabilities of the leading players in the global lateral flow assay market.

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