The report offers 10-year forecast on the global fertility and pregnancy rapid test kits market between 2016 and 2026. In terms of value, the market is expected to register a CAGR of 4.1% over the forecast period. This study demonstrates global market dynamics and trends that are expected to influence the current environment and future status of the global fertility and pregnancy rapid test kits market over the forecast period.

Report Description

This report examines the fertility and pregnancy rapid test kits market for the period 2016-2026. The primary objective of the report is to offer insights into current strategies and development scenario in the market that is significantly helping growth trajectory of global businesses and companies associated with the same.

The fertility and pregnancy rapid test kits market report begins by defining the product types and test types, along with the use of these rapid diagnostic devices in men and women. It is followed by an overview of the market dynamics of the global market, which includes analysis of the key trends, drivers, restraints, opportunities, regulations and government initiatives, which are influencing growth of the global pregnancy and fertility rapid test kits market. Impact analysis on the key growth drivers and restraints based on the weighted average model has also been included in this report after analysis of individual regions, to better equip readers with meaningful insights on the ongoing activities in the market.

The primary factors fuelling demand for fertility and pregnancy rapid test kits are growing demand for fast and self-contained tests by consumer, increasing incidence of gynaecological disorders and infertility, availability of time-saving and cost-effective decentralised diagnostic tests, increasing women's health problem due to high first-time pregnancy age etc.

Moreover, wide usage of fertility or ovulation test kits in fertility clinics and home care settings, increasing adolescent pregnancy rate, and interactive promotion strategies employed by the manufacturers are some other factors fuelling growth of global market over the forecast period. However, lack of buyers owing to low income potential in regions having strong prospective for market growth, paradox of choice due to more number of options available in the market and some device related issues such as unreliability of test results and false results due to non-adherence to user instructions etc. are the factors hampering the growth of global fertility and pregnancy rapid test kits market.

Based on product type, the market has been segmented into pregnancy rapid test kits and fertility rapid test kits (further sub-segmented into line-indicator devices and digital devices). Pregnancy test kits product type segment is sub segmented into line-indicator devices (further divided into strips/dip sticks, mid-stream devices and cassettes) and digital devices. A detailed analysis of each segment has been provided in terms of market size, Y-o-Y growth rate, absolute $ opportunity and BPS analysis.

Based on test type, the market has been segmented into Luteinizing Hormone (LH) urine rapid tests, Follicle Stimulating Hormone (FSH) urine rapid tests, Human Chorionic Gonadotropin (hCG) blood test and hCG urine test.

The report has been segmented based on distribution channels into pharmacies, drugstores, gynaecology and fertility clinics, online sales and hypermarkets & supermarkets. Features such as convenience of browsing the product according to individual's need would lead to increasing preference to online sales mode of distribution in certain countries such as U.S., Canada, U.K, Japan etc.

The next section of the report highlights fertility and pregnancy rapid test kits market size and trends by region, and provides market forecast for 2016-2026. Key regions considered in this report include North America, Latin America, Western Europe, Eastern Europe, Asia Pacific Excluding Japan (APEJ), Japan and the Middle East & Africa (MEA). The study discusses key regional trends contributing to growth of the fertility and pregnancy rapid test kits market across the globe, as well as analyses the extent to which drivers are
influencing this market in each region.

The above sections - by product type, test type and distribution channels - evaluate the present scenario and growth projections in the global fertility and pregnancy rapid test kits market for 2016-2026, considering 2015 as the base year, 2016 as the estimated year and provided data for the forecast period, i.e., 2017-2026.

To reach the global market size for fertility and pregnancy rapid test kits market we employed the bottom up approach and have also considered revenue generated by device manufacturers. In order to provide an accurate forecast, we started by sizing up the current market, which forms the basis of how the global fertility and pregnancy rapid test kits market is expected to grow in the future.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse based on key parameters, such as year-on-year (Y-o-Y) growth rates, to understand the predictability of the fertility and pregnancy rapid test kits market and to identify opportunities in the market.

The fertility and pregnancy rapid test kits market segments, by product type, test type, distribution channels and region, are analysed in terms of Basis Point Share (BPS) to understand the individual segment's relative contributions to market growth. This detailed level of information is important for identifying various key trends in fertility and pregnancy rapid test kits market.

Another key feature of this report is the analysis of key segments in terms of absolute dollar opportunity. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical for assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective of the market.

To understand key growth segments in terms of growth and adoption of fertility and pregnancy test devices globally, the author developed the 'Market Attractiveness Index'. The resulting index should help providers identify the real market opportunities.

Key categories of providers covered in the report are fertility and pregnancy rapid test devices manufacturers. This section is primarily designed to provide clients with an objective and detailed comparative assessment of key providers and the potential players with respect to the same. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on the in-depth assessment of their capabilities and success in the fertility and pregnancy rapid test kits marketplace.

Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings, SWOT analysis and recent developments in the fertility and pregnancy rapid test kits market. Key market competitors covered in the report include Alere Inc., Quidel Corporation, Prestige Brands Holdings, Inc., Church & Dwight Co., Inc., bioMérieux SA, Geratherm Medical AG, Abbott Laboratories, Procter & Gamble Co., DCC Plc., Swiss Precision Diagnostics GmbH.

Key Segments Covered:

By Product type:

- Pregnancy Test Kits
- Line-indicator Devices
  -- Strips/Dip Sticks & Cards
  -- Mid-Stream
  -- Cassette
- Digital Devices
- Ovulation/Fertility Test Kits
  -- Line Indicator Devices
  -- Digital Devices

By Test Type:

- Follicle Stimulating Hormone (FSH) Urine Test
- Luteinizing Hormone (LH) Urine Test
- Human Chorionic Gonadotropin (hCG) Hormone Blood Test
- Human Chorionic Gonadotropin (hCG) Hormone Urine Test
By Retail Sales Channels:
- Pharmacies
- Drugstores
- Fertility and Gynaecology Clinics
- Online Sales
- Hypermarkets & Supermarkets

By Region:
- Global Market
  -- North America
  -- Latin America
  -- Western Europe
  -- Eastern Europe
  -- APEJ
  -- Japan
  -- MEA

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