Fertility and Pregnancy Rapid Test Kits Market: Global Industry Analysis and Opportunity Assessment 2016-2026

Description: 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

Contents:
1. Assumptions and Acronyms Used
2. Research Methodology
3. Executive Summary
4. Fertility and Pregnancy Rapid Test Kits Market Overview
   4.1. Introduction
   4.1.1. Fertility and Pregnancy Rapid Test Kits Market Definition
   4.1.2. Fertility and Pregnancy Rapid Test Kits Market Taxonomy
   4.2. Fertility and Pregnancy Rapid Test Kits Market Product Overview
   4.3. Parent Market (Rapid Diagnostic Test Kits Market) Overview
   4.4. Fertility and Pregnancy Rapid Test Kits Market Dynamics
       4.4.1. Drivers
       4.4.2. Restraints
       4.4.3. Opportunity
   4.5. Global Fertility and Pregnancy Rapid Test Kits Market Forecast, 2016-2026
       4.5.1. Market Value Forecast
           4.5.1.1. Y-o-Y Growth Projections
           4.5.1.2. Absolute $ Opportunity
       4.6. Fertility and Pregnancy Rapid Test Kits Market Trends
    4.7. Regional Average Pricing Analysis (2015) by Product Type
    4.7.1. Mid-Stream Devices
    4.7.2. Cassettes
    4.7.3. Digital Devices
    4.7.4. Strips
8. Global Fertility and Pregnancy Rapid Test Kits Market Analysis, By Product type
   5.1. Introduction
   5.1.1. Y-o-Y Growth Comparison, By Product type
   5.1.2. Market Share & Basis Point (BPS) Analysis, By Product type
   5.2. Market Forecast, By Product type
    5.2.1. Pregnancy Test Kits
        5.2.1.1. Strips/Dip Sticks & Cards
            5.2.1.1.1. Absolute $ Opportunity
        5.2.1.2. Market Value Forecast
        5.2.1.2.1. Mid-Stream
        5.2.1.2.1.1. Absolute $ Opportunity
    5.2.1.3. Cassette
    5.2.1.3.1. Absolute $ Opportunity
    5.2.1.3.2. Market Value Forecast
9.1.1. Y-o-Y Growth Projections, By Country
9.1.2. Market Share & Basis Point (BPS) Analysis, By Country
9.1.2.1. U.S.
9.1.2.2. Canada
9.1.3. Key Regulations
9.1.4. Key Trends
9.2. North America Market Forecast
9.2.1. Market Value Forecast, By Country
9.2.1.1. U.S.
9.2.1.2. Canada
9.2.2. Market Value Forecast, By Product type
9.2.2.1. Pregnancy Test Kits
9.2.2.1.1. Strips/Dip Sticks & Cards
9.2.2.1.2. Mid-Stream
9.2.2.1.3. Cassette
9.2.2.1.4. Digital Devices
9.2.2.2. Ovulation/Fertility Test Kits
9.2.2.2.1. Line Indicator Devices
9.2.2.2.2. Digital Devices
9.2.2.3. Market Value Forecast, By Test Type
9.2.2.3.1.1. FSH Urine Test
9.2.2.3.1.2. Luteinizing Hormone (LH) Urine Test
9.2.2.3.1.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
9.2.2.3.1.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
9.2.2.4. Market Value Forecast, By Distribution Channel
9.2.4. Drivers & Restraints: Impact Analysis
9.3. Market Attractiveness Analysis
9.3.1. By Country
9.3.2. By Product type
9.3.3. By Test Type
9.3.4. By Distribution Channel
9.4. Latin America Fertility and Pregnancy Rapid Test Kits Market Analysis
10.1. Introduction
10.1.1. Y-o-Y Growth Projections, By Country
10.1.2. Market Share & Basis Point (BPS) Analysis, By Country
10.1.2.1. Brazil
10.1.2.2. Mexico
10.1.2.3. Rest of Latin America
10.1.3. Key Trends
10.2. Latin America Market Forecast
10.2.1. Market Value Forecast, By Country
10.2.1.1. Brazil
10.2.1.2. Mexico
10.2.1.3. Rest of Latin America
10.2.2. Market Value Forecast, By Product type
10.2.2.1. Pregnancy Test Kits
10.2.2.1.1. Strips/Dip Sticks & Cards
10.2.2.1.2. Mid-Stream
10.2.2.1.3. Cassette
10.2.2.1.4. Digital Devices
10.2.2.2. Ovulation/Fertility Test Kits
10.2.2.2.1. Line Indicator Devices
10.2.2.2.2. Digital Devices
10.2.3. Market Value Forecast, By Test Type
10.2.3.1. FSH Urine Test
10.2.3.2. Luteinizing Hormone (LH) Urine Test
10.2.3.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
10.2.3.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
10.2.4. Market Value Forecast, By Distribution Channel
10.2.4.1. Pharmacy & Drug Stores
10.2.4.2. Online Sales
10.2.4.3. Hypermarkets & Supermarkets
10.3. Market Attractiveness Analysis
10.3.1. By Country
10.3.2. By Product type
10.3.3. By Test Type
10.3.4. By Distribution Channel
10.4. Drivers & Restraints: Impact Analysis

11. Western Europe Fertility and Pregnancy Rapid Test Kits Market Analysis
11.1. Introduction
11.1.1. Y-o-Y Growth Projections, By Country
11.1.2. Market Share & Basis Point (BPS) Analysis, By Country
11.1.2.1. Germany
11.1.2.2. Italy
11.1.2.3. France
11.1.2.4. United Kingdom
11.1.2.5. Spain
11.1.2.6. Nordic
11.1.2.7. BENELUX
11.1.2.8. Rest of Western Europe
11.1.3. Key Regulations
11.1.4. Key Trends
11.2. Western Europe Market Forecast
11.2.1. Market Value Forecast, By Country
11.2.1.1. Germany
11.2.1.2. Italy
11.2.1.3. France
11.2.1.4. United Kingdom
11.2.1.5. Spain
11.2.1.6. Nordic
11.2.1.7. BENELUX
11.2.1.8. Rest of Western Europe
11.2.2. Market Value Forecast, By Product type
11.2.2.1. Pregnancy Test Kits
11.2.2.1.1. Strips/Dip Sticks & Cards
11.2.2.1.2. Mid-Stream
11.2.2.1.3. Cassette
11.2.2.1.4. Digital Devices
11.2.2.2. Ovulation/Fertility Test Kits
11.2.2.2.1. Line Indicator Devices
11.2.2.2.2. Digital Devices
11.2.3. Market Value Forecast, By Test Type
11.2.3.1. FSH Urine Test
11.2.3.2. Luteinizing Hormone (LH) Urine Test
11.2.3.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
11.2.3.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
11.2.4. Market Value Forecast, By Distribution Channel
11.2.4.1. Pharmacy & Drug Stores
11.2.4.2. Online Sales
11.2.4.3. Hypermarkets & Supermarkets
11.3. Market Attractiveness Analysis
11.3.1. By Country
11.3.2. By Product type
11.3.3. By Test Type
11.3.4. By Distribution Channel
11.4. Drivers & Restraints: Impact Analysis

12. Eastern Europe Fertility and Pregnancy Rapid Test Kits Market Analysis
12.1. Introduction
12.1.1. Y-o-Y Growth Projections, By Country
12.1.2. Market Share & Basis Point (BPS) Analysis, By Country
12.1.2.1. Poland
12.1.2.2. Russia
12.1.2.3. Rest of Eastern Europe
12.1.3. Key Regulations
12.1.4. Key Trends
12.2. Eastern Europe Market Forecast
12.2.1. Market Value Forecast, By Country
12.2.1.1. Poland
12.2.1.2. Russia
12.2.1.3. Rest of Eastern Europe
12.2.2. Market Value Forecast, By Product type
12.2.2.1. Pregnancy Test Kits
12.2.2.1.1. Strips/Dip Sticks & Cards
12.2.2.1.2. Mid-Stream
12.2.2.1.3. Cassette
12.2.2.1.4. Digital Devices
12.2.2.2. Ovulation/Fertility Test Kits
12.2.2.2.1. Line Indicator Devices
12.2.2.2.2. Digital Devices
12.2.2.3. Market Value Forecast, By Test Type
12.2.2.3.1. FSH Urine Test
12.2.2.3.2. Luteinizing Hormone (LH) Urine Test
12.2.2.3.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
12.2.2.3.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
12.2.4. Market Value Forecast, By Distribution Channel
12.2.4.1. Pharmacy & Drug Stores
12.2.4.2. Online Sales
12.2.4.3. Hypermarkets & Supermarkets
12.3. Market Attractiveness Analysis
12.3.1. By Country
12.3.2. By Product type
12.3.3. By Test Type
12.3.4. By Distribution Channel
12.4. Drivers & Restraints: Impact Analysis

13. Asia Pacific (APEJ) Fertility and Pregnancy Rapid Test Kits Market Analysis
13.1. Introduction
13.1.1. Y-o-Y Growth Projections, By Country
13.1.2. Market Share & Basis Point (BPS) Analysis, By Country
13.1.3. Key Regulations
13.1.4. Key Trends
13.2. Asia Pacific (APEJ) Market Forecast
13.2.1. Market Value Forecast, By Country
13.2.1.1. China
13.2.1.2. ASEAN
13.2.1.3. India
13.2.1.4. Australia & New Zealand
13.2.1.5. Rest of APEJ
13.2.2. Market Value Forecast, By Product type
13.2.2.1. Pregnancy Test Kits
13.2.2.1.1. Strips/Dip Sticks & Cards
13.2.2.1.2. Mid-Stream
13.2.2.1.3. Cassette
13.2.2.1.4. Digital Devices
13.2.2.2. Ovulation/Fertility Test Kits
13.2.2.2.1. Line Indicator Devices
13.2.2.2.2. Digital Devices
13.2.3. Market Value Forecast, By Test Type
13.2.3.1. FSH Urine Test
13.2.3.2. Luteinizing Hormone (LH) Urine Test
13.2.3.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
13.2.3.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
13.2.4. Market Value Forecast, By Distribution Channel
13.2.4.1. Pharmacy & Drug Stores
13.2.4.2. Online Sales
13.2.4.3. Hypermarkets & Supermarkets
13.3. Market Attractiveness Analysis
13.3.1. By Country
13.3.2. By Product type
13.3.3. By Test Type
13.3.4. By Distribution Channel
13.4. Drivers & Restraints: Impact Analysis

14. Japan Fertility and Pregnancy Rapid Test Kits Market Analysis
14.1. Introduction
14.1.1. Y-o-Y Growth Projections, By Country
14.1.2. Market Share & Basis Point (BPS) Analysis, By Country
14.1.3. Key Regulations
14.1.4. Key Trends
14.2. Japan Market Forecast
14.2.1. Market Value Forecast, By Product type
14.2.1.1. Pregnancy Test Kits
14.2.1.1.1. Strips/Dip Sticks & Cards
14.2.1.1.2. Mid-Stream
14.2.1.1.3. Cassette
14.2.1.1.4. Digital Devices
14.2.1.2. Ovulation/Fertility Test Kits
14.2.1.2.1. Line Indicator Devices
14.2.1.2.2. Digital Devices
14.2.2. Market Value Forecast, By Test Type
14.2.2.1. FSH Urine Test
14.2.2.2. Luteinizing Hormone (LH) Urine Test
14.2.2.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
14.2.2.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
14.2.3. Market Value Forecast, By Distribution Channel
14.2.3.1. Pharmacy & Drug Stores
14.2.3.2. Online Sales
14.2.3.3. Hypermarkets & Supermarkets

14.3. Market Attractiveness Analysis
14.3.1. By Product type
14.3.2. By Test Type
14.3.3. By Distribution Channel
14.4. Drivers & Restraints: Impact Analysis

15. Middle East & Africa (MEA) Fertility and Pregnancy Rapid Test Kits Market Analysis
15.1. Introduction
15.1.1. Y-o-Y Growth Projections, By Country
15.1.2. Market Share & Basis Point (BPS) Analysis, By Country
15.1.3. Key Regulations
15.1.4. Key Trends
15.2. Middle East & Africa (MEA) Market Forecast
15.2.1. Market Value Forecast, By Country
15.2.1.1. GCC countries
15.2.1.2. South Africa
15.2.1.3. Rest of MEA
15.2.2. Market Value Forecast, By Product type
15.2.2.1. Pregnancy Test Kits
15.2.2.1.1. Strips/Dip Sticks & Cards
15.2.2.1.2. Mid-Stream
15.2.2.1.3. Cassette
15.2.2.1.4. Digital Devices
15.2.2.2. Ovulation/Fertility Test Kits
15.2.2.2.1. Line Indicator Devices
15.2.2.2.2. Digital Devices
15.2.3. Market Value Forecast, By Test Type
15.2.3.1. FSH Urine Test
15.2.3.2. Luteinizing Hormone (LH) Urine Test
15.2.3.3. Human Chorionic Gonadotropin (hCG) Hormone Blood Test
15.2.3.4. Human Chorionic Gonadotropin (hCG) Hormone Urine Test
15.2.4. Market Value Forecast, By Distribution Channel
15.2.4.1. Pharmacy & Drug Stores
15.2.4.2. Online Sales
15.2.4.3. Hypermarkets & Supermarkets
15.3. Market Attractiveness Analysis
15.3.1. By Country
15.3.2. By Product type
15.3.3. By Test Type
15.3.4. By Distribution Channel
15.4. Drivers & Restraints: Impact Analysis

16. Competition Landscape
16.1. Competition Dashboard
16.2. Company Profiles
16.3. Company Share Analysis
16.4. Product Comparison
16.4.1. Revenue
16.4.2. Products/Brand Offerings
16.4.3. Key developments
16.4.4. SWOT Analysis
16.4.5. Company Highlights
16.4.5.1. SPD Swiss Precision Diagnostic GmbH
16.4.5.2. DCC Plc.
16.4.5.3. Procter & Gamble
16.4.5.4. Abbott Laboratories
16.4.5.5. Alere Inc.
16.4.5.6. Quidel Corporation
16.4.5.7. bioMérieux SA
16.4.5.8. Church & Dwight Co., Inc.
16.4.5.9. Prestige Brands Holdings, Inc.
16.4.5.10. Geratherm Medical AG.

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