

Pregnancy Test Kits Market is expected to increase USD 1500 million by 2023

Global Pregnancy Test Kits Market Information, by type of test (blood test for HCG, Urine test for HCG and others); by product, by End users - Forecast to 2023

PUNE, MAHARASHTRA, INDIA, May 30, 2017 /EINPresswire.com/ -- Market Highlights

The Pregnancy test kits market has been evaluated as average growing market and expected that the market will reach high growth figures in coming years. A factsheet published by the WHO states that about 40% of pregnancy cases reported each year were unintended and around 10% cases were that of teenage pregnancies and the number is expected to increase further in the coming years. These are the main reasons leading to the market growth of pregnancy test kits market. Other factors such as the increasing awareness about the availability of pregnancy test kits with their clinically proven safety and effectiveness has resulted in an increasing demand for self-detecting pregnancy kits thereby increasing the growth and size of global pregnancy test kits market. Moreover, the escalating adolescent pregnancy rate, promotional campaigns undertaken by manufacturers of these pregnancy test or recognition kits is driving the growth of pregnancy test kits market.



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Key Players: Alere Inc. (US), Prestige Brands Holdings, Inc, (US), Quidel Corporation (US), Procter & Gamble Co., , Piramal Enterprises , Cardinal Health (US), Confirm Biosciences (US).”

Market Research Future

North America holds the first rank in global pregnancy test kit market during the forecasted period. The market in the region is likely to elaborate at a CAGR of 3.8% over the next few years. Higher expenditure on healthcare sector is expected to be a major growth driver of North America pregnancy test kit market. Western Europe pregnancy test kit market is also anticipated to witness a promising growth sparked by rising adoption of digital pregnancy test kit devices in the region. Asia-Pacific pregnancy test kit market is expected to observe a highest CAGR during the forecast period. Speedily expanding population in the

region, rising per capita pay and growing urbanization are some of the major issues which are projected to strengthen pregnancy test kit market in countries such as India and China.

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Pregnancy kits market Players:

- Alere Inc. (US),
- Prestige Brands Holdings, Inc, (US),
- Quidel Corporation (US),
- Procter & Gamble Co., (Germany),
- Biramal Enterprises (India),
- Cardinal Health (US),
- Confirm Biosciences (US).

Segmentation:

The global pregnancy kits market is segmented on the basis of type of test, product and end users. Based on the type of test, the market has been segmented as blood test for HCG, Urine test for HCG and others. Based on products, the market has been segmented into digital devices, line indicators which are further segmented into strips, cassettes and mid-stream devices and others. Further on the basis of end users the market has been segmented as hospitals, clinics, households and others. The home pregnancy test segment is growing at a rapid pace due to technological progressions and arresting product features with major organizations such as Alere Inc, Prestige Brands Holding Inc, and Procter & Gamble etc playing the key role in the launching of new and innovative home pregnancy test kits. Also the market has been growing due to the reasons such as some of the home pregnancy test kits have 99% exactness rate in detecting HCG levels from the day of the expected period of women undertaking the test. The HCG urine test accounts for the largest pregnancy test market share as per alleged pregnancy test market capturing nearly 43% of the revenues shared in 2016. There is an increasing inclination for conventional laboratory tests resulting in the decline of other test types such as FSH Urine test, HCG blood test, and LH urine test.

Test the market data and market information presented through more than 50 market data tables and figures spread over 80 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "[Pregnancy test kits market Research Report – Global Forecast to 2023](#)".

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Regional analysis

North America accounts for the maximum market share of the pregnancy test kits market and the market is expected to increase continuously in coming years. This can be attributed to increasing pool of aware females along with need for household determination of pregnancy. Advancing technologies within the pregnancy test kits or instant pregnancy tests is also driving the market and will see strategic growth over the next five years. Asia Pacific with the upcoming developments in healthcare and increasing awareness and per capita income is expected to command the maximum market share of the market.

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