

Digital Pregnancy Test Kits Market to Surpass US\$ 233.1 Million Threshold by 2025 Globally

Digital Pregnancy Test Kits Market to Surpass US\$ 233.1 Million Threshold by 2025 Globally, Owing to Increasing Awareness Regarding Self Testing for Pregnancy

SEATTLE, WASHINGTON, UNITED STATES, January 31, 2018 /EINPresswire.com/ -- The Global [Digital Pregnancy Test Kits Market](#), by Products (with week indicator, and without week indicator), by Distribution Channel (Retail Pharmacies, Online Pharmacies, Maternity Clinics, and Hypermarkets and Supermarkets), and by Region (North America, Latin America, Europe, Asia Pacific, the Middle East, and Africa) was valued at US\$ 166.4 million in 2016 and is projected to exhibit a CAGR of 3.8% over the forecast period (2017–2025), as highlighted in a new report published by Coherent Market Insights. Growing awareness regarding self-testing for pregnancy, ease of use, and information about duration of positive pregnancy status provided by digital pregnancy tests is expected to boost growth of the digital pregnancy test kits market over the forecast period. However, manufacturers need to focus on reliability and accuracy of results provided by these devices for long term sustainability.



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Manufacturers are focusing on upgrading pregnancy test kits as well as developing new and innovative tests such as digital pregnancy test kits. These digital pregnancy test kits are integrated with Bluetooth connectivity feature to a smartphone application, and the application alerts the user when the test stick detects the sample. For instance, Church & Dwight launched First Response Pregnancy Pro test in 2016, which was the first test integrated with Bluetooth connectivity. Procter & Gamble Co., and Alere, Inc. ventured to create Swiss Precision Diagnostics GmbH—manufacturer of Clearblue digital pregnancy test kits, in 2007. Abbott Laboratories acquired Alere in October 2017. However, the digital pregnancy test kits market experienced a setback in Australia, in March 2017. Almost half of the home pregnancy test kits available across Australia were recalled by Therapeutic Good Administration (TGA), due to false negative results. The recalled test kits included PregSure Digital, and First Response Digital Pregnancy Test & Reassure.

Browse 25 Market Data Tables and 46 Figures spread through 161 Pages and in-depth TOC on Digital Pregnancy Test Kits, by Products (with week indicator, and without week indicator), by Distribution Channel (Retail Pharmacies, Online Pharmacies, Maternity Clinics, and Hypermarkets and Supermarkets), and by Region (North America, Latin America, Europe, Asia Pacific, the Middle East, and Africa) - Global Forecast to 2025

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Continuous advertising is majorly increasing awareness about products such as Clearblue and First Response, which in turn, is creating lucrative growth opportunities for manufacturers in this

market. For instance, Swiss Precision Diagnostics (SPD) GmbH—a leading manufacturer of digital pregnancy test kits—experienced a drop of US\$ 12.5 share points in 2013, from US\$ 16 share points in 2012. However, SPD experienced significant increase in market share from August 2013 due to SPD's extensive advertisement activities. However, incorrect advertising claims can mislead consumers, which may lead to distrust in the brand, thus restraining market growth. For instance, two leading manufacturers, Church & Dwight Co., Inc. and Swiss Precision Diagnostics (SPD) GmbH, were involved in a litigation in 2015, concerning the latter's false advertisement aired in 2013 and deceptive contents on packaging of its Clearblue Weeks Estimator Home Pregnancy Test. Deceptive claims led SPD to gain significant increase in market share during 2013-2015. Consumers were misled regarding the knowledge of duration of their pregnancy provided by the product's week indicator. Church & Dwight (C&D), pointed out in this case, that the claims made by SPD regarding comparable accuracy of the results to the results provided by doctors were false. However, this advertisement had a huge impact on consumers. C&D presented a consumer survey, wherein around 20% of consumers thought that the product's estimation of weeks was the same as that measured through conventional methods. This in turn, proves that extensive advertisement and campaigning activities with no false claims, provides manufacturers with immense opportunities for growth in the digital pregnancy test kits market.

Key Takeaways of the Digital Pregnancy Test Kits Market:

The global digital pregnancy test kits market is expected to exhibit a CAGR of 8% over the forecast period (2017–2025), owing to the presence of few manufacturers in the market resulting in high prices of these products, thereby decreasing adoption of digital pregnancy test kits

Majority of the market share is contributed by companies such as Swiss Precision Diagnostics GmbH, Church & Dwight Co., Inc., Gregory Pharmaceutical Holdings, Inc., and Sugentech, Inc.

Digital pregnancy test kits provide an accuracy rate of 97% to 99% and do not require second opinion to confirm pregnancy status, in turn, favoring growth of the digital pregnancy test kits market

To know the latest trends and insights prevalent in the Digital Pregnancy Test Kits Market, click the link below:

<https://www.coherentmarketinsights.com/market-insight/digital-pregnancy-test-kits-market-1259>

North America is expected to witness significant growth, owing to presence of leading manufacturers and innovative advertisements and marketing employed by them, to spread awareness about self-testing for pregnancy

Major players operating in the digital pregnancy test kits market include Swiss Precision Diagnostics GmbH, Church & Dwight Co., Inc., Gregory Pharmaceutical Holdings, Inc., and Sugentech, Inc.

About Coherent Market Insights:

Coherent Market Insights is a prominent market research and consulting firm offering action-ready syndicated research reports, custom market analysis, consulting services, and competitive analysis through various recommendations related to emerging market trends, technologies, and potential absolute dollar opportunity.

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