

# Pregnancy Testing Market - Global Structure, Size, Trends, Analysis and Outlook 2018-2023

*WiseGuyReports.Com Publish a New Market Research Report On –“ Pregnancy Testing Market - Global Structure, Size, Trends, Analysis and Outlook 2018-2023”.*

PUNE, INDIA, February 14, 2018 /EINPresswire.com/ --

Description:

[Pregnancy testing kits](#) are used for early detection of pregnancy. Home pregnancy tests are simple and easy to use, inexpensive and provide accurate results within minutes. Most of the pregnancy tests are being taken in the home provides. The resulting accuracy is up to 97% to 99% when they are used as per the instructions. Urine pregnancy kit will be used for the detection of HCG hormone, a hormone which is only produced in the body of the pregnant woman. HCG production will be increased in initial days of the pregnancy which will be getting doubled for every 2-3 days in blood. Presence of HCG above a specific range will confirm pregnancy.

Growing awareness regarding the availability of pregnancy test kits and utilization of the self-detection pregnancy kits and benefits has expected to create demand for pregnancy test kits. Moreover, a rise in disposable income, increased healthcare expenditure, adoption of technological advancements to detect pregnancy are few factors enables stimulate the market. However, price sensitivity of pregnancy detection kits is making unaffordable for the women in underdeveloped and developing regions. Lack of technical expertise in a woman is major restraints of the market.

Get a Sample Report @ <https://www.wiseguyreports.com/sample-request/2984801-pregnancy-testing-market-global-market-estimation-dynamics-regional>

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

The Global pregnancy testing market is classified on the basis of product, test type, distribution channel, and geography.

Based on product, the pregnancy testing market is segmented as  
Pregnancy rapid test kits

Line indicator devices  
Digital devices  
Fertility rapid test

Based on test type, the Global pregnancy testing market is segmented as  
Follicle stimulating hormone (FSH) test  
Human chorionic gonadotropin hormone blood test  
Urine test  
Luteinizing hormone (LH) test

Based on distribution channel, pregnancy testing market is segmented as  
Hospital Pharmacies  
Retail Pharmacies  
Online Pharmacies  
Gynaecology clinics  
Hypermarkets or supermarkets

A surge in the number of unintended pregnancies increased awareness among women is expected to offer enormous growth opportunities for the market players. According to World Health Organization statistics, in 2015 over 40% of the pregnancy cases which are reporting every year are unintended & about 10% of the pregnancy cases were of teenage. A rise in the number of unintended pregnancies is expected to create demand for pregnancy test kits. Moreover, increasing promotional campaigns undertaken by the manufacturers like celebrity endorsing in order to influence the rural people about utilization of the pregnancy detection devices is expected to bolster pregnancy testing market growth. The market is growing due to reasons like 99% accuracy rate in identifying HCG levels from the day of an expected period of the women. Manufacturers are focussing on the new product launches, market expansions, mergers, acquisitions and collaborations which are also showing positive influence on the growth of the market.

On the basis of geographical regions, Global Pregnancy Testing Market is segmented into five key regions as Europe, Asia- Pacific, North America, Europe, Middle East & Africa and Latin America. North America is expected to dominate pregnancy testing market owing to high healthcare expenditure and awareness programmes by companies for effective usage of pregnancy test kits. Europe is expected to expand at robust growth rate owing to the high adaptation of the digital pregnancy detecting kits along with the increasing disposable incomes. Asia Pacific is anticipated to show a significant growth owing to the increasing adaptation of pregnancy testing kits in the rural areas. Latin America is also emerging as a significant market owing to the growing awareness regarding benefits of the early pregnancy detection and affordability of pregnancy detection kits.

Some of the players in pregnancy testing market are Procter & Gamble Co (U.S.), Alere Inc. (U.S.), Church & Dwight (U.S.), Germaine Laboratories (U.S.), SPD Swiss Precision Diagnostics

(Switzerland), Piramal Enterprises (India), Abbott Laboratories (U.S.), DCC plc (Ireland), Cardinal Health (U.S.), Prestige Brands Holdings (U.S.), Kent Pharmaceuticals (UK), and Quidel Corporation (U.S.).

Report Details @ <https://www.wiseguyreports.com/reports/2984801-pregnancy-testing-market-global-market-estimation-dynamics-regional>

## Table Of Contents – Major Key Points

### 1. Executive Summary

### 2. Global Pregnancy Testing Market Introduction

#### 2.1. Global Pregnancy Testing Market – Taxonomy

#### 2.2. Global Pregnancy Testing Market –Definitions

##### 2.2.1. Product Type

##### 2.2.2. Test Type

##### 2.2.3. Distribution Channel

### 3. Global Pregnancy Testing Market Dynamics

#### 3.1. Drivers

#### 3.2. Restraints

#### 3.3. Opportunities/Unmet Needs of the Market

#### 3.4. Trends

#### 3.5. Global Pregnancy Testing Market Dynamics – Factors Impact Analysis

#### 3.6. Global Pregnancy Testing Market – Regulations

##### 3.6.1. U.S.

##### 3.6.2. Europe

### 4. Global Pregnancy Testing Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023

#### 4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

#### 4.2. Year-over-Year (Y-o-Y) Growth Analysis (%)

#### 4.3. Market Opportunity Analysis

### 5. Global Pregnancy Testing Market, By Product Type, 2012 - 2016 and Forecast, 2017 - 2023

#### 5.1. Pregnancy rapid test kits

##### 5.1.1. Line indicator devices

###### 5.1.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

###### 5.1.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

###### 5.1.1.3. Market Opportunity Analysis

##### 5.1.2. Digital devices

###### 5.1.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

###### 5.1.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

###### 5.1.2.3. Market Opportunity Analysis

## 5.2. Fertility rapid test

5.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

5.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

5.2.3. Market Opportunity Analysis

Continue.....

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

### ABOUT US:

Wise Guy Reports is part of the Wise Guy Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports features an exhaustive list of market research reports from hundreds of publishers worldwide. We boast a database spanning virtually every market category and an even more comprehensive collection of market research reports under these categories and sub-categories.

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/431952492>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.