

Preterm Birth and PROM Testing Market CAGR of 2.8%, Expected to Grow with Increasing Demand for Non-Invasive Prenatal

Increasing preterm birth rates, rising demand for non-invasive testing techniques

NEW YORK , NY, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- The [Preterm Birth and Prelabor Rupture Of Membranes \(PROM\) Testing Market](#) was valued at USD 1.69 Billion in 2022.

It is projected to experience a significant compound annual growth rate (CAGR) of 2.8% during the forecast period. The growth of this market can be attributed to several key factors, including the increasing prevalence of preterm births, the growing demand for non-invasive testing methods, and advancements in prenatal testing technology. Preterm birth, which is responsible for more than 35% of global newborn fatalities, is a leading cause of infant mortality and morbidity. As a result, the utilization of Preterm Birth and PROM Testing, a non-invasive prenatal test for identifying PROM in pregnant women, is on the rise.

Furthermore, the market revenue growth is also expected to be driven by the rising demand for non-invasive prenatal testing techniques. Non-Invasive Prenatal Testing (NIPT) is a type of prenatal screening that detects chromosomal abnormalities and genetic disorders in the developing fetus using cell-free Deoxyribonucleic Acid (cfDNA) extracted from the mother's blood. NIPT has gained popularity among pregnant women due to its safety and reduced risk of miscarriage compared to invasive testing methods like amniocentesis.

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Segments Covered in the Report

The preterm birth and Prelabor Rupture of Membranes (PROM) testing market can be segmented based on various factors. These segments include product type outlook, test type outlook, gestational age outlook, end-use outlook, and regional outlook.



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In terms of product types, the market is categorized into instruments, consumables, and services. Instruments refer to the equipment and devices used for testing, while consumables include the disposable items required for the testing process. Services encompass the support and assistance provided by healthcare professionals during the testing procedures.

The test type outlook segment comprises specific tests used in preterm birth and PROM testing. These include the fetal fibronectin test, ureaplasma testing, and other tests that are relevant to the field.

Gestational age outlook categorizes the testing based on the stage of pregnancy. The segments under this outlook are categorized as less than 23 weeks, 23-33 weeks, and greater than 33 weeks. These divisions help in targeting the specific needs and requirements of different gestational periods.

The end-use outlook focuses on the settings where preterm birth and PROM testing is conducted. The market serves hospitals, clinics, and diagnostic laboratories. Each setting has its unique requirements and plays a crucial role in the overall testing process.

Finally, the regional outlook highlights the geographical scope of the market. The regions covered include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. Understanding the regional dynamics helps in assessing the market potential and tailoring strategies accordingly.

Access Full Report Description with Research Methodology and Table of Contents @ <https://www.reportsanddata.com/report-detail/preterm-birth-and-prelabor-rupture-of-membranes-prom-testing-market>

Strategic development:

Cooper Surgical, Inc. made a strategic move on March 3, 2021, by acquiring the prenatal and perinatal products division of Safe Obstetric Systems, a medical device company. This acquisition was undertaken with the goal of broadening Cooper Surgical's range of products in the field of obstetrics and gynecology.

Competitive Landscape:

The competitive landscape of the preterm birth and Prelabor Rupture of Membranes (PROM) testing market includes several key players vying for market share and striving for innovation. These companies have a significant presence in the market and contribute to the growth and development of the industry.

Abbott Laboratories is a prominent player in the market, offering a wide range of healthcare products and solutions. Alere Inc., now a part of Abbott, has expertise in rapid diagnostics and has contributed to advancements in prenatal testing technology.

Becton, Dickinson and Company (BD) is another major player in the market. BD is known for its extensive portfolio of medical devices and diagnostic solutions that cater to various healthcare needs.

Hoffmann-La Roche AG, a global healthcare company, has made substantial contributions to prenatal testing through its innovative technologies and diagnostic tools.

Laboratory Corporation of America Holdings (LabCorp) and Quest Diagnostics are leading providers of diagnostic testing services. These companies play a crucial role in conducting preterm birth and PROM testing, providing accurate and timely results.

Sera Prognostics, Inc., Cooper Surgical, Inc., and Quidel Corporation are also key players in the market, contributing to the development of non-invasive prenatal testing techniques and expanding the range of available testing options.

NanoEntek, a company specializing in bio-measurement and analysis systems, brings technological advancements to the preterm birth and PROM testing market.

These companies are continuously involved in research and development activities, strategic collaborations, mergers and acquisitions, and product launches to gain a competitive edge and enhance their market presence. Their collective efforts contribute to the growth and evolution of the preterm birth and PROM testing market, ensuring improved healthcare outcomes for expectant mothers and infants.

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In conclusion, the global Preterm Birth and Prelabor Rupture Of Membranes (PROM) Testing Market is highly competitive, with a few major players dominating the market. These companies are actively involved in developing new technologies and products, investing in research and development, and engaging in strategic partnerships and collaborations to maintain their market share and drive revenue growth.

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