

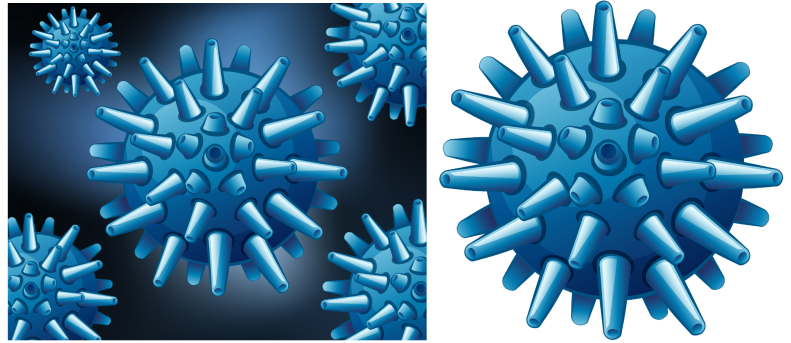
Herpes Markers Testing Market to Reach US\$ 817.5 Million by 2034, Says Fact.MR

The herpes markers testing market is expected to grow significantly, driven by the rising prevalence of HSV infections and advancements in testing technologies.

ROCKVILLE , MD, UNITED STATES,
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EINPresswire.com/ -- The global [herpes markers testing market](#) is expected to grow at a CAGR of 6.1%, reaching US\$ 817.5 million by 2034. The rise in herpes infections is driving significant market expansion, with the market projected to hit US\$ 452.9 million by 2024.

Herpes Markers Testing Market



It is anticipated that the strong pipeline and ongoing R&D efforts would offer the worldwide herpes marker testing market exceptional growth potential. Between 2024 and 2034, these factors will give market participants a lot of opportunities to leverage and grow their companies.

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Key Drivers of Market Growth

Herpes marker testing is necessary due to the increasing incidence of the herpes simplex virus, specifically HSV-1 and HSV-2. According to the Public Health Agency of Canada's research, the seroprevalence of HSV-1 infection is over 70% in industrialized nations worldwide and almost 100% in underdeveloped and undeveloped nations.

The market for herpes marker testing is growing because the herpes virus is quite widespread and doesn't cause any symptoms. Doctors must rely on diagnostic testing to make an accurate diagnosis and administer the right treatment because more than 80% of herpes infections are asymptomatic.

Herpes simplex virus (HSV) testing, which was previously done by hand, has advanced to automated labs using advanced equipment, such as chemical analyzers, allowing for more accurate and effective testing methods. The global market for herpes testing is driven by the use of these methods.

The market for herpes marker testing is expanding significantly as a result of the growing need for this diagnostic technique in research clinics across the globe. Scientists and medical professionals depend on accurate herpes marker detection, and technological developments are predicted to fuel market growth.

Factors Driving the Growth of the Global Herpes Markers Testing Industry

People who suffer from chronic or long-term conditions including encephalitis and keratitis are more likely to get infected with the Herpes simplex virus, which can increase the risk of HIV acquisition and transmission.

Effective treatment options are required for the Herpes simplex virus, which causes excruciating blisters and cold sores. The development of diagnostic tests to identify viral antibodies in blood samples is the main focus of the herpes markers testing market. The need for these tests is anticipated to rise as herpes infections spread around the world.

A newborn exposed to HSV in the vaginal system following birth may develop neonatal herpes, a potentially lethal illness. Given that newborn herpes can result in lifelong brain damage or even baby death, the market benefits from the increased birth rate. The market for herpes simplex virus (HSV) testing is expected to grow as a result of increased clinical research, new infections, and technological advancements.

However, the development of accurate screening tests and the rise of the healthcare industry will present more potential prospects for the herpes simplex virus (HSV) testing market throughout the forecast period.

Country-wise Insights

The herpes relief market in North America is anticipated to grow at an impressive annual rate of 6.3% by 2034, with quick herpes testing expected to account for 73.6% of the United States market in 2024.

In East Asia, the sexually transmitted diseases (STDs) market is projected to grow at a CAGR of 5.9% by 2034. China is predicted to dominate the region's herpes marker testing market, holding a 49.0% share in 2024.

According to Fact.MR, the demand for herpes testing in the United States is projected to rise

significantly, with the market expected to reach approximately US\$ 99 million by 2024 and grow at a 6.4% CAGR to hit US\$ 184 million by 2034. This substantial growth highlights the increasing demand for accurate and reliable disease diagnostics.

The U.S. leads in clinical research on herpes marker testing, supported by advanced testing facilities and medical insurance coverage for HSV testing. Additionally, high public awareness about the importance of medical testing for symptomatic HSV contributes significantly to the region's market share. The rising severity of herpes cases and the growing number of HIV patients further drive the expansion of the herpes marker testing industry in the U.S.

Competitive Landscape

Due to industry participants' investments in R&D, product offerings, and strategic efforts such as new product launches, mergers, acquisitions, increased investment, and collaborations, the need for herpes treatments is anticipated to increase. For the herpes markers testing business to thrive in a cutthroat market, its goods must be cheaply priced.

By securing FDA approval and working with regional distribution partners, major treatment manufacturers want to boost sales and demand for their STD medications worldwide. In the global herpes treatment industry, local production is a crucial business strategy that lowers operating costs, benefits customers, and expands market share.

In October 2023, Gilead Sciences partnered with Assembly Biosciences to develop new antiviral therapies, with an initial focus on Assembly Bio's core expertise areas, including hepatitis B, HDV, and herpesviruses.

In August 2023, researchers David Chu and Uma Singh from the University of Georgia patented a compound with potential to treat varicella-zoster virus, which causes shingles and chickenpox.

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The study divulges essential insights into the market based on product (emergency cots, transport cots), technology (manual cots, pneumatic cots, electric cots), and end user (EMS service providers, hospitals, ambulatory service centers), across six major regions of the world (North America, Europe, East Asia, Latin America, South Asia & Oceania, and MEA).

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[Vocal Biomarker Market](#): Advancements in rapid medical diagnostic kit technology, including innovations in molecular diagnostics, biosensors, and immunoassays, are driving market growth by enabling fast and accurate detection of diseases. These kits provide effective solutions for infectious diseases like COVID-19 and chronic conditions such as elevated blood sugar, aiding timely diagnosis and treatment decisions.

[Fiducial Markers Market](#): The fiducial markers market is growing rapidly, driven by the increasing prevalence of cancers like lung, breast, and prostate cancer. Pure gold markers are expected to dominate, with rising demand for non-invasive procedures and radiation therapies. The use of fiducial markers in radiation treatments is improving accuracy and post-treatment outcomes, especially in developed regions.

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Contact:

11140 Rockville Pike
Suite 400
Rockville, MD 20852
United States

S. N. Jha

Fact.MR

+1 628-251-1583

sales@factmr.com

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