

Over-the-Counter Test Market to Reach \$39.93 Billion by 2030, Driven by Demand for Early Diagnosis and At-Home Testing

PORTLAND, OR, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- The global over-the-counter (OTC) test market is witnessing robust growth, driven by rising health awareness, a surge in chronic and infectious diseases, and increasing demand for convenient, at-home diagnostics. According to a report published by Allied Market Research, the market was valued at \$13.49 billion in 2020 and is projected to reach \$39.93 billion by 2030, growing at a CAGR of 11.7% from 2021 to 2030.



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Market Drivers: Self-Care and Early Detection in the Spotlight

The pandemic has significantly reshaped consumer behavior in healthcare, increasing reliance on self-diagnosis and at-home testing kits. This shift is further reinforced by:

Rising prevalence of chronic diseases like diabetes and cardiovascular conditions.

Frequent outbreaks of infectious diseases, including COVID-19 and influenza.

Technological innovation in test kits making them more accessible and user-friendly.

Growing regulatory approvals that bolster product availability and trust.

However, limited awareness in low-income regions and the high cost of diagnostic tools remain key challenges in expanding market penetration.

Segment Analysis: Glucose Monitoring Leads the Way

On the basis of product type, glucose monitoring tests dominated the market in 2020, accounting for over two-thirds of the global share. This dominance is attributed to the rising incidence of diabetes worldwide and the need for continuous glucose tracking.

The segment is not only the largest but also the fastest growing, expected to register a CAGR of 12.3% through 2030. Other significant segments include:

Pregnancy and fertility tests

Cholesterol tests

Urinalysis tests

Coagulation monitoring tests

Technology Trends: Lateral Flow Assays at the Forefront

From a technological standpoint, lateral flow assays represented the largest and fastest-growing segment, holding nearly 50% of the market in 2020. This technology, widely used in pregnancy tests and COVID-19 antigen kits, is favored for its simplicity, affordability, and rapid results.

It is projected to grow at a CAGR of 12.3% by 2030, outpacing other technologies such as immunoassays and dipsticks.

Regional Insights: Asia-Pacific Emerges as Fastest-Growing Region

While North America led the global OTC test market with nearly two-fifths of the market share in 2020—thanks to strong healthcare infrastructure, consumer awareness, and early technology adoption—Asia-Pacific is poised for the fastest growth, with a CAGR of 13.2% from 2021 to 2030.

This growth is driven by:

Increasing healthcare spending

Rapid urbanization

Growing awareness about preventive health

Expansion of e-commerce channels for health products

Opportunities and Challenges

Opportunities:

Development of AI-enabled and digital test kits

Integration of smartphone-based diagnostics

Government support for decentralized testing

Increase in personalized medicine and patient-centric approaches

Challenges:

High initial cost of some OTC devices

Variability in test accuracy and concerns about false positives/negatives

Regulatory hurdles in some developing economies

Competitive Landscape: Innovation-Driven Growth

Major players are investing in product innovation, regulatory approvals, and partnerships to strengthen their market positions. The key companies profiled include:

Abbott Laboratories

Quidel Corporation

Lucira Health, Inc.

Ellume Health Ltd

OraSure Technologies Inc.

Becton Dickinson and Company

Dario Health Corp

Clip Health

Lifescan IP Holdings, LLC

SD Biosensor Inc.

These companies are at the forefront of making diagnostics more accessible through rapid, reliable, and consumer-friendly solutions.

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Final Outlook

The OTC test market is being reshaped by consumer demand for convenience, rapid results, and preventive healthcare. As innovation continues and digital diagnostics become mainstream, the market is expected to witness unprecedented growth, particularly in emerging economies.

The future of diagnostics is clearly patient-driven, digital, and decentralized, and the OTC test market is at the heart of this transformation.

David Correa

Allied Market Research

+ 1800-792-5285

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