

COVID-19 Sample Collection Kits Market Booms with New Tech and Expanding Healthcare Adoption 2025 | DataM Intelligence

The COVID-19 Sample Collection Kits Market is estimated to reach at a CAGR of 8.5% during the forecast period (2024-2031).

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Overview of the Market:

The [COVID-19 Sample Collection Kits Market](#) has played a foundational role in global diagnostic infrastructure since the onset of the pandemic. Even as the world moves into the endemic phase, the demand for reliable sample collection solutions including swabs, viral transport media (VTM), blood collection tubes, saliva collection devices, and rapid antigen collection kits remains significant. Industries such as clinical diagnostics, public health laboratories, research institutions, and travel healthcare facilities are maintaining strong procurement cycles.

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The Market's expansion is driven by ongoing testing needs, emerging variants of concern, rising respiratory disease surveillance, and continued dependence on PCR and rapid antigen testing in clinical settings. DataM Intelligence highlights that the nasopharyngeal swab segment leads the market due to its established diagnostic accuracy and widespread inclusion in clinical protocols. Geographically, North America dominates the market because of high testing capacity, strong regulatory frameworks, and continuous adoption of advanced molecular diagnostics. The Asia-Pacific region follows closely, supported by expanding healthcare infrastructure and government-driven testing initiatives.

Key Highlights from the Report:



DATA INTELLIGENCE **COVID-19 Sample Collection Kits Market**
CAGR of 8.5%
Key players:

- Thermo Fisher Scientific Inc.
- VIRCELL S.L.
- Puritan Medical Products
- HiMedia Laboratories
- Medline Industries, Inc.
- COPAN Diagnostics
- Becton, Dickinson, and Company
- BNTX Inc.
- Laboratory Corporation of America Holdings
- Hardy Diagnostics

COVID-19 Sample Collection Kits Market



The COVID-19 Sample Collection Kits Market is expanding rapidly, driven by rising diagnostic demand, improved testing technologies, and global focus on infection surveillance.”

DataM Intelligence

Rising demand for PCR-compatible viral transport media to support molecular testing workflows.

Nasopharyngeal swabs remain the dominant segment due to accuracy in viral detection.

North America leads the global market with strong diagnostic infrastructure and funding support.

Saliva-based collection kits gain traction as non-invasive home-testing options expand.

Increasing investments in bio surveillance programs support long-term market growth.

OEM partnerships surge as companies expand

manufacturing capacity for emergency preparedness.

Market Segmentation:

The COVID-19 Sample Collection Kits Market is broadly segmented based on product type, specimen type, and end-user. Product segmentation includes swabs, viral transport media (VTM), blood collection kits, saliva collection devices, and combined kit solutions. Swabs form the largest category, with nasopharyngeal and oropharyngeal swabs widely used due to standardized clinical testing protocols. Saliva collection devices, an emerging segment, are gaining popularity owing to ease of self-collection and reduced exposure risks for healthcare workers.

Based on end-users, the market caters to diagnostic laboratories, hospitals, public health agencies, research organizations, home-care testing users, and travel screening centers. Diagnostic laboratories contribute the largest revenue share as PCR remains the gold standard for COVID-19 confirmation tests. Research organizations continue to drive demand for high-quality VTM and specialized swabs for variant tracking and genomic sequencing workflows. Home-care users represent a rapidly growing segment as self-testing evolves into a routine part of respiratory infection management.

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Regional Insights:

The COVID-19 sample collection kits market exhibits strong geographical variation. North America maintains dominance owing to high awareness, government-backed testing mandates, and continuous procurement for public health stockpiles. The United States leads in market share due to investments in pandemic readiness, genomic surveillance, and rapid diagnostic deployment strategies.

Europe follows with strong adoption of antigen testing and sustained demand for PCR-compatible collection kits. Government emphasis on early detection and cross-border travel safety continues to support the market.

The Asia-Pacific region presents the fastest growth potential. Countries such as India, China, Japan, and South Korea are expanding mass diagnostic programs, strengthening biosurveillance networks, and increasing manufacturing capabilities. The large population base, rising disease burden, and active government health monitoring drive market expansion.

Latin America and the Middle East & Africa experience moderate growth but show rising investment in local production facilities and public-private partnerships to reduce dependency on imports.

Market Dynamics:

Market Drivers

The market is primarily driven by the ongoing need for timely and accurate COVID-19 testing. Despite reduced pandemic-level urgency, testing continues to be a crucial component of clinical decision-making, international travel regulations, and surveillance of emerging variants. Additionally, rising government funding for pandemic preparedness, advancements in collection kit design, and integration of materials compatible with next-generation sequencing (NGS) strengthen market demand. Increasing awareness about early diagnosis and the expansion of home-based testing further contribute to market growth.

Market Restraints

A primary restraint is the gradual decline in mass testing programs following the acute pandemic phase, which has reduced bulk procurement by governments. Supply chain disruptions and fluctuations in raw material costs particularly plastics, transport media ingredients, and sterilization materials pose challenges to manufacturers. Regulatory variations across countries can delay approvals for new collection kits, slowing market expansion. Moreover, the shift toward multi-pathogen panels may reduce exclusive reliance on COVID-19-specific collection kits.

Market Opportunities

Despite challenges, opportunities remain abundant. The rise of respiratory syndromic testing, which includes COVID-19, influenza, RSV, and other viruses, is driving demand for versatile sample collection kits. Technological innovations such as self-collection devices, eco-friendly materials, and sterile automation-compatible kits offer significant growth potential. Increasing investments in genomic surveillance for variant detection create opportunities for advanced viral transport solutions. Partnerships with OEM manufacturers can help companies expand global reach and strengthen supply chain resilience.

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Frequently Asked Questions (FAQs):

How big is the COVID-19 Sample Collection Kits Market?

Who are the key players operating in the global COVID-19 sample collection kits market?

What is the projected growth rate of the market through 2032?

What is the market forecast for COVID-19 sample collection kits in the coming years?

Which region is expected to dominate the industry during the forecast period?

Company Insights:

Thermo Fisher Scientific Inc.

VIRCELL S.L.

Puritan Medical Products

HiMedia Laboratories

Medline Industries, Inc.

COPAN Diagnostics

Becton, Dickinson, and Company

BNTX Inc.

Laboratory Corporation of America Holdings

Hardy Diagnostics

Lucence Diagnostics Pvt Ltd.

Recent Developments:

United States:

September 2025: Increase in demand for at-home COVID-19 sample collection kits driven by advancements in home testing technology and government initiatives to expand testing capabilities beyond healthcare settings.

October 2025: Strategic partnerships between diagnostic companies and government agencies to boost production and distribution of sample collection kits, aiming to address supply shortages and meet ongoing testing needs.

November 2025: Introduction of new swab designs and blood collection kits approved by regulatory authorities to enhance accuracy and ease of sample collection, supporting broader testing applications in hospitals and clinics.

Japan:

September 2025: Shift towards rapid and decentralized COVID-19 testing solutions, with growing adoption of nasal swab self-collection kits to facilitate quicker and more convenient sample

collection.

October 2025: Collaborations between private healthcare providers and government to increase testing efficiency, including customized sample collection tools for diverse end-users like hospitals and home testing.

November 2025: Market growth supported by increasing use of saliva-based collection kits, with reported projections indicating steady expansion of the COVID-19 detection test kits segment through innovative diagnostics approaches.

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Conclusion:

The COVID-19 Sample Collection Kits Market continues to evolve as global health systems transition toward long-term pandemic preparedness and enhanced respiratory disease surveillance. Although testing volumes have stabilized compared to peak pandemic years, the need for reliable diagnostic collection tools remains vital for variant detection, clinical diagnosis, and preventive health monitoring. With technological advancements, expanded manufacturing capacity, and growing adoption of self-collection methods, the market is poised for sustained relevance and steady growth in the years ahead.

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