

# Poultry Diagnostics Market Is Going to Boom Rapidly With Top Key Players Merck & Co., Inc., IdentiGEN, Abaxis

*Poultry Diagnostics Market is estimated to be valued at USD 666.4 Mn in 2025 and is expected to reach USD 1,418.8 Mn in 2032.*

BURLINGAME, CA, UNITED STATES, February 17, 2026 /EINPresswire.com/ -- The Global Business Landscape is being reshaped by rapid innovation, rising investment and shifting regional dynamics - and at the heart of this transformation lies the [Poultry Diagnostics Market](#). From 2026 to 2033, this study delivers key insights, clear segmentation and actionable intelligence to help decision-makers navigate the evolving Poultry Diagnostics Market and capitalise on upcoming opportunities.

## Report Highlights

- Strategic coverage of investment hotspots, regional trend shifts and emerging segments.
- Deep dive into market structure: segmentation by Type, Application and Region to guide strategic action.

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Scope of the Poultry Diagnostics Market Report:

- Full segmentation by product Type, Application, End-User, Region and Key Players
- Expert review of past performance, current trends and anticipated developments



**Market Research Reports**  
**BY 2026-2033**

- Market Sizing
- Regional Outlook
- Competitive analysis
- Key Opportunities

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Poultry Diagnostics Market

- Analysis of production/consumption patterns, supply-demand dynamics, pricing and margin outlook
- Financial breakdown of major industry players including revenue, gross profit, cost structures
- Strategic tools such as investment scenario modelling, SWOT and Porter's Five Forces
- Detailed profiles of leading companies with product benchmarking, competitive strategy and SWOT insights
- Competitive landscape summary: market shares, global rankings and key moves

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#### Top Companies Covered:

- Zoetis
- Thermo Fisher Scientific Inc.
- Baltivet
- Bioingentech
- Devex
- BioChek
- QIAGEN
- Bioneer Corporation
- Megacor Diagnostik GmbH
- Merck & Co. Inc.
- IdentiGEN
- Abaxis
- BIOMERIEUX
- Transasia Bio-Medicals
- Boehringer Ingelheim International GmbH
- EW Group Ltd.
- Hygiena LLC

#### Segmentation Overview:

- By Test Type: ELISA (Enzyme-Linked Immunosorbent Assay), PCR (Polymerase Chain Reaction), Others (Direct Agglutination Test, etc.)
- By Disease Type: Avian Salmonellosis, Avian Influenza, Newcastle Disease, Infectious Bronchitis, Infectious Bursal Disease, Others (Chicken Anemia, Avian Mycoplasmosis, etc.)
- By End User: Veterinary Hospitals, Veterinary Clinics, Veterinary Diagnostic Centers

The segmentation chapter empowers readers to understand how technologies and services are evolving in the Poultry Diagnostics Market and which applications will lead growth in the coming years.

## Regional Coverage Includes:

- North America (USA, Canada, Mexico)
- Europe (Germany, UK, France, Italy, Russia, Spain, Rest of Europe)
- Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- South America (Brazil, Argentina, Rest of SA)
- Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

## Why Purchase This Report:

- Gain a strategic vantage on competitors to sharpen your marketing and sales strategy
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- Shape tactical decisions based on where leading companies are investing and expanding
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## Key Questions Addressed in the Poultry Diagnostics Market Report:

- What is the forecasted size, share, & CAGR of the Market in the forecast period?
- What are the key trends projected to affect the Market during 2026-2033?
- What is the estimated demand for different types of products/services in the Market?
- What would be the impact of strategic developments on the Market in the mid to long term?
- Who are the key stakeholders and players participating in the Market?
- What are the different segments & sub-segments considered in the Market research study?

## Author of this Marketing PR:

Alice Mutum is a seasoned senior PR writer, leveraging extensive expertise gained from her previous role as a content writer. With seven years in content development, Alice masterfully employs SEO best practices and cutting-edge digital marketing strategies to craft high-ranking, impactful content. As a writer, she meticulously ensures flawless grammar and punctuation, precise data accuracy, and perfect alignment with audience needs in every research report. Alice's dedication to excellence and her strategic approach to content make her an invaluable asset in the world of market insights.

## About Coherent Market Insights:

Coherent Market Insights leads into data and analytics, audience measurement, consumer behaviors, and market trend analysis. From shorter dispatch to in-depth insights, CMI has

excelled in offering research, analytics, and consumer-focused shifts for nearly a decade. With cutting-edge syndicated tools and custom-made research services, we empower businesses to move in the direction of growth. We are multifunctional in our work scope and have 450+ seasoned consultants, analysts, and researchers across 26+ industries spread out in 32+ countries.

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