

Lateral Flow Assays Market Report Examines Leading Companies And Growth Opportunities

The Business Research Company's Lateral Flow Assays Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- "The [lateral flow assays market](#) has experienced

substantial growth recently, driven by the increasing need for rapid diagnostic tools and widespread application in infectious disease detection. As healthcare systems evolve and demand for accessible testing rises, this market is set to continue expanding, presenting promising opportunities worldwide. Let's explore the current market size, key factors influencing growth, leading regions, and notable trends shaping the lateral flow assays sector.

The logo for The Business Research Company, featuring the company name in a serif font and a stylized bar chart with three bars of increasing height to the right.

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Market Size and Anticipated Growth Trajectory in the Lateral Flow Assays Market

The lateral flow assays market has shown remarkable expansion in recent years. It is projected to increase from \$12.29 billion in 2025 to \$13.45 billion in 2026, growing at a compound annual growth rate (CAGR) of 9.4%. This historical growth has been primarily driven by the rising demand for quick diagnostic solutions, the broadening scope of infectious disease testing, prevalent use of rapid test kits, a shift toward decentralized healthcare models, and heightened awareness around early disease detection.

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Looking ahead, the market is expected to maintain strong momentum, reaching \$19.3 billion by 2030 with a CAGR of 9.5%. The forecasted expansion is supported by factors such as the growing use of home-based diagnostic tools, increasing integration of digital health technologies, rising interest in multiplex testing capabilities, enhanced investments in rapid diagnostic innovations, and a stronger emphasis on real-time disease monitoring. Key emerging trends include wider adoption of point-of-care rapid diagnostics, greater use of multiplex lateral flow assays,

incorporation of digital readers in lateral flow assays, growth in veterinary and domestic testing applications, and improvements aimed at boosting test sensitivity.

Understanding the Key Components of a Lateral Flow Assay

A lateral flow assay (LFA) consists of four essential parts that work together to detect target substances. First is the sample pad, where the test sample is applied. Next is the conjugate pad, which contains labelled tags combined with biorecognition elements that react to the target. The process continues on a reaction membrane featuring test and control lines that identify antigen-antibody interactions. Lastly, an absorbent pad collects and stores any waste generated during the testing process.

View the full lateral flow assays market report:

https://www.thebusinessresearchcompany.com/report/lateral-flow-assays-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Aug_PR

Primary Factors Propelling Growth in the [Global Lateral Flow Assays Market](#)

One of the main drivers for the lateral flow assays market is the widespread prevalence of infectious diseases worldwide. In many developing countries, the high incidence of conditions such as HIV and malaria, coupled with limited healthcare infrastructure and increasing public health awareness, is accelerating the adoption of lateral flow assay tests. The COVID-19 pandemic further emphasized the critical need for early detection technologies, adding to the market's expansion.

For example, in August 2024, the UK Health Security Agency (UKHSA) reported a sharp rise in measles cases in England, with 368 cases recorded in 2023 compared to just 53 in 2022. This nearly sevenfold increase was concentrated primarily in the West Midlands and London, accounting for 44% and 33% of cases respectively. Such data highlights how infectious disease prevalence continues to drive demand for rapid diagnostic testing globally.

Which Region Dominates and Which Is Set for the Fastest Growth in Lateral Flow Assays

In 2025, North America held the largest share of the global lateral flow assays market. However, the Asia-Pacific region is anticipated to be the fastest-growing market over the forecast period. The comprehensive market analysis covers other significant areas including South East Asia, Western Europe, Eastern Europe, South America, the Middle East, and Africa, providing a broad perspective on regional market dynamics and opportunities.

What's new in our 2026 market reports:

- Market attractiveness scoring and analysis
- Total addressable market (TAM) analysis
- Company scoring matrix graphics and tables
- Excel dashboards
- Market hotspots infographics

- Key technologies and future trends
- Updated graphics and tables

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