

Point-Of-Care-Testing (POCT) Market Insights Highlight Segment Expansion And Market Leadership

The Business Research Company's Point-Of-Care-Testing (POCT) Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, August 24, 2026

/EINPresswire.com/ -- The [point-of-care-testing \(POCT\) market](#) is

experiencing significant momentum as healthcare increasingly emphasizes swift and accurate diagnostic solutions. With technological advancements and evolving healthcare delivery models, this sector is set for substantial expansion in the coming years. Let's explore the current market size, driving factors, regional growth, and key trends shaping the POCT industry.

The logo for The Business Research Company, featuring a stylized bar chart with four bars of increasing height, colored in teal and dark blue. The text "The Business Research Company" is written in a serif font to the left of the chart.

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Forecast of Market Size and Growth for the Point-Of-Care-Testing Market

The point-of-care-testing market has demonstrated rapid growth in recent years and is expected to continue this trajectory. From \$50.79 billion in 2025, the market is projected to expand to \$56.68 billion by 2026, representing a compound annual growth rate (CAGR) of 11.6%. This accelerated growth during the historical period has been driven by factors such as the rising prevalence of chronic diseases, the urgent need for rapid clinical decisions, expansion of emergency and critical care services, limited access to centralized laboratories, and heightened demand for immediate diagnostic results.

Looking ahead, the POCT market is anticipated to grow further, reaching \$86.91 billion by 2030 with a CAGR of 11.3%. Key contributors to this projected growth include advancements in device miniaturization, the rise of home care and remote patient monitoring, increasing infectious disease outbreaks, healthcare decentralization, and a growing adoption of self-testing diagnostics. Emerging trends include widespread acceptance of rapid diagnostic testing at the point of care, an upsurge in home-based and self-testing solutions, broader availability of over-the-counter diagnostic products, a stronger focus on early disease detection and screening, as well as improvements in the accuracy and sensitivity of POCT devices.

Download a free sample of the [point-of-care-testing \(poc\) market report](#):

https://www.thebusinessresearchcompany.com/sample.aspx?id=27391&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Aug_PR

Understanding the Core Concept of Point-Of-Care Testing

Point-of-care testing involves performing diagnostic tests directly at or near the site of patient care. This approach enables immediate availability of results, supporting faster clinical decision-making. The fundamental objective of POCT is to deliver quick and precise diagnostic information right at the patient's location, facilitating timely treatment and ultimately improving patient health outcomes.

Telemedicine's Role as a Catalyst in POCT Market Growth

The escalating adoption of telemedicine is a major factor propelling the expansion of the point-of-care-testing market. Telemedicine refers to the provision of healthcare services remotely via digital communication tools like video consultations, phone calls, and secure messaging platforms. This method has gained prominence due to the growing demand for convenient, timely, and contactless healthcare, a trend that accelerated notably during the COVID-19 pandemic. POCT complements telemedicine by delivering fast and dependable diagnostic results that can be shared instantly with remote medical professionals. For instance, in April 2025, the American Hospital Association reported that over 12.6% of Medicare beneficiaries in the US used telehealth services in 2023. Moreover, the physician workforce is projected to expand to approximately 86,000 by 2036, with telehealth playing a crucial role in addressing the rising shortage of healthcare providers. As a result, the surge in telemedicine adoption is significantly fueling the growth of the POCT market.

View the full point-of-care-testing (poc) market report:

https://www.thebusinessresearchcompany.com/report/point-of-care-testing-poct-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Aug_PR

Which Geographic Markets Are Leading and Emerging in POCT Growth?

In 2025, North America held the largest share of the global point-of-care testing market, reflecting its advanced healthcare infrastructure and early adoption of innovative diagnostics. However, the Asia-Pacific region is predicted to experience the fastest growth throughout the forecast period. The POCT market report covers vital regions such as Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive view of global market dynamics.

Our 2026 market reports now offer broader strategic coverage through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, along with updated graphics and tables.

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