



Global Pregnancy Testing Market 2018 - Industry Analysis, Size, Share, Strategies and Forecast to 2020

PUNE, INDIA, March 9, 2018 /EINPresswire.com/ -- Global Pregnancy Testing Industry

Latest Report on Pregnancy Testing Market Global Analysis & 2020 Forecast Research Study

The Global Pregnancy Testing Market was valued \$1121 million in 2015 and estimated to reach \$ 1410 million by 2020 growing at a CAGR of 4.7 %. Pregnancy tests are tests used to detect the presence of reproductive hormones such as Follicle Stimulating Hormone or Luteinising Hormone. Fertility rapid test kits help to find the exact day of ovulation or confirm the presence of menopause in women where as they are used to detect the sperm count.

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Pregnancy and fertility devices market is mainly driven by factors such as rising demand for fast and self-contained tests, growing prevalence of infertility and gynaecological disorders, accessibility of decentralised diagnostic tests over time-consuming laboratory tests. Escalating first-time pregnancy age, technological advancements and striking product features are some of the factors driving the growth of Pregnancy and fertility devices market. However low adaptation rate and high price of test kits are the key factors restraining the growth of the market

The Global Market for Pregnancy testing is segmented into product type and test type. On the basis of product the pregnancy testing market is segmented into Pregnancy Test Kits and Fertility Test kits. Pregnancy test kits are further sub segmented into Strips/Dip Sticks & Cards, Mid-Stream, Cassette and Digital Devices. Fertility test kits are further sub segmented into Line Indicator Devices and Digital Devices. On the basis of test type the market is segmented into FSH Urine Test, Luteinizing Hormone (LH) Urine Test, Human Chorionic Gonadotropin (hCG) Hormone Blood Test and Human Chorionic Gonadotropin (hCG) Hormone Urine Test.

On a geographical level global market for pregnancy testing is analysed under five major regions namely North America, Europe, Asia-Pacific, Latin America and Middle-East and Africa. North America dominates the pregnancy testing market owing to advanced techniques in pregnancy testing. Asia-Pacific is the fastest growing region due to its huge population base and greater opportunity for market penetration

Some of the major companies dominating the pregnancy testing market are Alere Inc., Quidel Corporation, Prestige Brands Holdings, Church & Dwight Co., Inc., bioMérieux SA, Geratherm Medical AG, Germaine Laboratories, Abbott Laboratories, Kent Pharmaceuticals, Rite-Aid, Procter & Gamble Co., DCC Plc., and Swiss Precision Diagnostics GmbH

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