Lateral flow immunoassays are easy to use. The user simply needs to dip the sample pad into the liquid they want to test and then lay the test flat or apply the sample directly to the cassette. If the test is positive, a colored or fluorescent line will show up on the test along with a control line. If the test is negative, only the control line will be present. For many years, women with no medical training have successfully used this kind of test to detect pregnancy or ovulation at home.

In 2018, the global Lateral Flow Immunoassays market size was xx million US$ and it is expected to reach xx million US$ by the end of 2025, with a CAGR of xx% during 2019-2025. This report focuses on the global Lateral Flow Immunoassays status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Lateral Flow Immunoassays development in United States, Europe and China. The key players covered in this study are:

- Abbott Laboratories
- F. Hoffmann-La Roche AG
- Danaher Corporation
- Siemens AG
- Becton, Dickinson and Company
- bioMérieux SA
- Bio-Rad Laboratories, Inc.
- Thermo Fisher Scientific Inc.
- QIAGEN
- PerkinElmer Inc.
- Hologic Inc.
- Quidel Corporation
- Merck KGaA

Market segment by Type, the product can be split into:
- Kits & Reagents
- Lateral Flow Readers
- Digital/Mobile Readers
- Benchtop Readers

Market segment by Application, split into:
- Hospitals and Clinics
- Home Care
- Pharmaceutical and Biotechnology Companies
- Other

Market segment by Regions/Countries, this report covers:
- United States
- Europe
- China
- Japan
- Southeast Asia
- India
- Central & South America

The study objectives of this report are:
- To analyze global Lateral Flow Immunoassays status, future forecast, growth opportunity, key market and key players.
- To present the Lateral Flow Immunoassays development in United States, Europe and China.
- To strategically profile the key players and comprehensively analyze their development plan and strategies.
- To define, describe and forecast the market by product type, market and key regions.

In this study, the years considered to estimate the market size of Lateral Flow Immunoassays are as follows:
- History Year: 2014-2018
- Base Year: 2018
- Estimated Year: 2019
- Forecast Year 2019 to 2025

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.
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