

## Self Diagnostics - US - May 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, testing is likely to be done out of necessity and can be covered by insurance. Among the smaller segments, there has been success in UTI tests and drug testing kits. The future of self diagnostics will be directed by the role of technology."

-Marissa Gilbert, Health and Wellness Analyst

### This report looks at the following areas:

- Minimal growth of the market
- The market has low brand awareness
- The strongest barrier to purchasing is also one of the key benefits of self diagnostics

The self diagnostics market is defined as any product, device, or test which is used by the consumer, without medical or professional assistance, to identify or monitor a specific health condition. This includes chemically-based home testing kits or urine tests and electronic devices, such as monitors or meters.

For the purpose of this report, Mintel has included the following in its market size:

- blood glucose monitors
- blood pressure monitors
- lancet/devices and related testing accessories
- urine tests/kits
- other home testing kits

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Self diagnostics largely purchased from drug stores or Walmart

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