



Self Diagnostics - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the self diagnostics market
- Types of self diagnostics used and interest in usage among consumers
- Interest in types of self diagnostics and features that are most important
- Reasons consumers use self diagnostics as well as apprehensions toward use

The nearly \$4.1 billion self diagnostics market experienced explosive growth from 2016-21, rising 314%, driven by pandemic circumstance. While this growth rate is an anomaly, Mintel believes the market is likely to settle at a slightly higher sales plateau in the long term, benefitting from increased category awareness among new users who experimented with home test kits and will continue to use them beyond the pandemic. The category will continue to evolve to meet broader health and wellness trends, but efficacy and functionality will remain important features. Sales are forecast to rise a solid 27% from 2021-26.



“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. To sustain the pandemic-fueled growth, continued emphasis on self-diagnostic tools that help monitor illness and become an integral part of virtual care are essential.”

– Jennifer White Boehm,
Director, BPCH Reports

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of self diagnostics, at current prices, 2016–26
- **Impact of COVID-19 on self diagnostics**
Figure 2: Short, medium and long term impact of COVID-19 on self diagnostics, December 2021
- **Opportunities and challenges**
- **Challenge: the free factor**
Figure 3: Acquisition location, 2021
- **Challenge: consumers doubt accuracy and “need”**
Figure 4: Attitudes toward self diagnostics, 2021
- **Opportunity: promote value of self diagnostics in tandem with telemedicine**
Figure 5: Reasons for using, 2021
- **Opportunity: promote category use as part of healthy lifestyle**
Figure 6: Reasons for using, 2021
- **Opportunity: monitor broader range of wellness markers**
Figure 7: Usage of and interest in self diagnostics, 2021

THE MARKET – KEY TAKEAWAYS

- Sales of self diagnostics benefit from pandemic circumstance
- Sales in the home testing kits segment surge
- Population shifts impact self diagnostics market
- Wavering consumer confidence will have its implications
- Economic disruption from pandemic won’t replicate the Great Recession

MARKET SIZE AND FORECAST

- Pandemic is a boon to market sales

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Figure 8: Total US sales and fan chart forecast of self diagnostics, at current prices, 2016-26

Figure 9: Total US retail sales and forecast of self diagnostics, at current prices, 2016-26

- **What if there would have been no pandemic?**

Figure 10: Sales of self diagnostics vs no pandemic estimate, 2016-26

Figure 11: Sales of other home testing kits and accessories vs no pandemic estimate, 2016-26

- **Impact of COVID-19 on self diagnostics**

Figure 12: Short, medium and long term impact of COVID-19 on self diagnostics, December 2021

SEGMENT PERFORMANCE

- **Home testing kits experience explosive growth amid pandemic**

Figure 13: Total US retail sales of self diagnostics, by segment, at current prices, 2019 and 2021

- **Home testing kits account for significant majority share of market in 2021**

Figure 14: Sales of self diagnostics, by segment, 2021

- **Rising tide lifts all boats**

Figure 15: Total US retail sales and forecast of self diagnostics by channel, at current prices, 2019 and 2021

Figure 16: Total US retail sales and forecast of self diagnostics, by channel, at current prices, 2016-21

MARKET FACTORS

- **Impact of population and generation on category**

Figure 17: Population aged 18 or older, by age, 2016-26

Figure 18: Population, by generation, 2016-26

- **The influence of the male consumer**

Figure 19: Population aged 18 or older, by gender, 2016-26

- **Confidence wavers because of pandemic**

Figure 20: Consumer confidence, 2000-21*

- **Learnings from the Great Recession**

Figure 21: Total US sales of self diagnostics, at current prices, 2004-09

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Lots of players, few leaders**
- **Market share shifts to players offering COVID testing**
- **Promoting self diagnostics to support virtual care**
- **Capitalizing on pandemic demand with innovative efforts**

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MARKET SHARE

- **Market share split evenly between leaders, private label and others**
- **Abbott catapults to leading marketer status with COVID testing kits**
- **Sales of self diagnostics by company**
Figure 22: Multi-outlet sales of self diagnostics, by leading companies, rolling 52 weeks 2020 and 2021

COMPETITIVE STRATEGIES

- **Supporting the virtual care trend with tech-based self diagnostics**
Figure 23: Cigna Facebook post, October 2020
Figure 24: Tyto Care Facebook post, January 2021
Figure 25: ResMed Facebook post, 2021
Figure 26: EversenseCGM Facebook post, 2021
Figure 27: HD Medical Group Facebook post, 2021
- **Contour NEXT technology contributes to higher growth**
Figure 28: Multi-outlet sales of blood glucose monitors, by leading companies, rolling 52 weeks 2020 and 2021
- **Smaller brands fuel growth in blood pressure monitors**
Figure 29: Multi-outlet sales of blood pressure monitors, by leading companies, rolling 52 weeks 2020 and 2021
- **All brands post growth, spurred by pandemic demand**
Figure 30: Multi-outlet sales of lancets/devices, by leading companies, rolling 52 weeks 2020 and 2021

MARKET OPPORTUNITIES

- **Leveraging pandemic to advance market position**
Figure 31: Multi-outlet sales of home testing kits, by leading companies, rolling 52 weeks 2020 and 2021
- **Abbott provides solution to testing accuracy and results sharing**
Figure 32: BinaxNOW COVID-19 antigen self-test kit, 2021
- **Everlywell caters to broad interest in home testing**
Figure 33: Everlywell Facebook post, July 2020

THE CONSUMER – KEY TAKEAWAYS

- **Pandemic positively impacts use and interest in self diagnostics**
- **Tracking/sharing features are in demand**
- **Majority of users purchased self diagnostics**
- **Doctor recommendations fuel use of self diagnostics**
- **Users want to trust test results**

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Powerpoint Presentation

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- **Increased engagement improves accuracy perceptions**

USAGE OF AND INTEREST IN SELF DIAGNOSTICS

- **Pandemic fuels use and interest in self diagnostics**
Figure 34: Usage of and interest in self diagnostics, 2021
- **Men drive current use in self diagnostics**
Figure 35: Usage of self diagnostics, by gender, 2021
- **Older Millennials show category engagement**
Figure 36: Usage of self diagnostics, by generation, 2021
- **Younger generations show interest in self diagnostics**
Figure 37: Interest in self diagnostics, by generation, 2021

INTEREST IN SELF DIAGNOSTIC TEST FEATURES

- **Users want features that make it easier to track/share results**
Figure 38: Interest in self-diagnostic test features, 2021
- **Moms desire at-home test for kids**
Figure 39: Interest in self-diagnostic test features, by gender, 2021
- **Self diagnostics can reassure Millennials they are in control of their health**
Figure 40: Interest in self-diagnostic test features, by generation, 2021

ACQUISITION LOCATION

- **A third of users acquired home diagnostic tools for free**
- **Users procure self diagnostics from drug store/pharmacy and Walmart**
Figure 41: Acquisition location, 2021
- **Walmart appeals to lower income; higher incomes shop online**
Figure 42: Acquisition location, by income, 2021
- **Parents visit mass merchandisers and shop online**
Figure 43: Acquisition location, by parental status, 2021

REASONS FOR USAGE

- **Doctors drive self diagnostics usage**
Figure 44: Reasons for using, 2021
- **Younger generations use self diagnostics to avoid the doctor**
Figure 45: Reasons for using, by generation, 2021
- **Parents look to save time and money with self diagnostics**
Figure 46: Reasons for using, by parental status, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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IMPORTANT FEATURES

- **Reliability in self diagnostics is essential**
Figure 47: Important features, 2021
- **Women seek reliability and function; men value brand and past experience**
Figure 48: Important features, by gender, 2021
- **Millennials strongly value product reviews and personal experience**
Figure 49: Important features, by generation, 2021
- **Reviews can be used to attract parents**
Figure 50: Important features, by parental status, 2021

ATTITUDES TOWARD SELF DIAGNOSTICS

- **Fewer adults concerned about accuracy of tests**
Figure 51: Attitudes toward self diagnostics, 2021
- **Gen Zs need information**
Figure 52: Attitudes toward self diagnostics, by generation, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – THE MARKET

Figure 53: Total US retail sales and forecast of self diagnostics, at inflation-adjusted prices, 2016-26
 Figure 54: Total US retail sales and forecast of blood glucose monitors, at current prices, 2016-26
 Figure 55: Total US retail sales and forecast of blood pressure monitors, at current prices, 2016-26
 Figure 56: Total US retail sales and forecast of urine test/kits, at current prices, 2016-26
 Figure 57: Total US retail sales and forecast of lancet/ devices, at current prices, 2016-26
 Figure 58: Total US retail sales and forecast of other home testing kits and accessories, at current prices, 2016-26
 Figure 59: US supermarket sales of self diagnostics, at current prices, 2016-21

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 60: US drug store sales of self diagnostics, at current prices, 2016-21

Figure 61: US sales of self diagnostics through other retail channels, at current prices, 2016-21

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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