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Prenetics unveils at-home blood tests using painless, push-button collection device

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The test utilises a CE-certified blood collection device, which is a proprietary micro-needle technology that draws capillary blood painlessly using a novel microfluidic extraction process



Hong Kong-based startup Prenetics has announced the launch of Circle Snapshot, a variety of at-home blood tests that feature the world's first painless, patented, push-button blood collection device, to enable individuals to discover one's current health status from home.

Circle Snapshot is designed to provide key insights across 50+ health concerns, including food sensitivity, food allergy, vitamin deficiency, sexual health, heart health, diabetes risk, men's and women's health.

The at-home health test series will be rolled out in different phases with the Food Sensitivity, Heart Health and COVID-19 Antibody Test being made available starting today and additional tests in the coming months.

Circle Snapshot features a revolutionary CE-certified blood collection device. Upon placing the device on the upper arm, individuals will just need to push a button to start a painless blood collection process which takes less than 2 minutes.

According to Frost & Sullivan, at-home health tests have experienced an increase in demand over the recent years, with the market's main growth drivers being consumers' increased willingness to purchase healthcare products due to COVID-19 and the demand for convenience and privacy, alongside the accessibility and affordability of at-home health tests. According to the report, the projected global market size for at-home health testing will be more than $6 billion by 2030, showing the promising potential of such a market.