

U.S. Medical Affairs Respiratory 2026 Trends Insights Report: 9/20/26-10/3/26

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What the data is showing us:

West

- **Human Rhinovirus/Enterovirus (HRV/EV)** declined from **28.7%** to **26.0%** but continued nearly four percentage points above its 12-week baseline, reinforcing its position as the dominant pathogen in the region.
- **Parainfluenza Virus 3 (PIV-3)** stayed below baseline, suggesting continued seasonal resolution.
- **SARS-CoV-2** remained relatively stable, declining slightly from **3.3%** to **3.1%** and now approaching its 12-week average.
- **Influenza A H1-2009** increased from **2.3%** to **2.9%**, representing one of the strongest influenza signals nationally and continuing a trend that has been building steadily since late August.

Midwest

- **HRV/EV** remained overwhelmingly dominant despite a modest decline from **26.5%** to **25.8%** and continues to exceed its 12-week baseline by approximately six percentage points.
- **PIV-3** rates fell to **0.8%**, 1.4 points below its current 12-week avg.
- **Influenza A H1-2009** increased from **0.9%** to **1.3%** and is now more than double its 12-week average, marking the most notable change for the Midwest region.
- **Adenovirus** increased modestly and surpassed SARS-CoV-2 as the region's second most frequently detected pathogen.

South

- **HRV/EV** remained elevated and stable **~23.5%**, continuing the gradual moderation observed since late summer.
- **SARS-CoV-2** also continued to decrease, falling from **3.5%** to **2.9%** and dropping below the high-activity threshold for the first time in recent weeks.
- **Adenovirus** increased from **4.7%** to **5.3%**, maintaining the highest regional Adenovirus activity in the country.
- **Influenza A H1-2009** increased from **2.3%** to **3.4%**, becoming a high-activity pathogen and establishing the South as the national leader in influenza activity.
- **RSV, HMPV, PIV-4, and PIV-3** showed concurrent moderate activity, further contributing to a highly diverse respiratory ecosystem.

Northeast

- **HRV/EV** activity stabilized, declining only slightly from **25.2%** to **24.9%** while continuing to exceed its baseline by more than nine percentage points.
- **SARS-CoV-2** experienced one of the largest weekly declines nationally, falling from **4.4%** to **3.7%**, though activity continues well above baseline.
- **Influenza A H1-2009** continued its gradual expansion, increasing from **1.1%** to **1.3%**, while **PIV-4** increased sufficiently to reach moderate activity and exceed its historical average.
- **HMPV** and **PIV-3** stayed below baseline, continuing trends observed throughout the summer.

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What this means for U.S. providers/labs:

- **Human Rhinovirus/Enterovirus (HRV/EV):** Remains the dominant respiratory pathogen nationally and is likely to continue driving outpatient visits, urgent care utilization, and exacerbations of asthma and COPD. CDC also reports increasing rhinovirus/enterovirus activity nationally.
- **SARS-CoV-2:** Activity is stabilizing or declining in most regions, but continued circulation will sustain healthcare burden, particularly among older adults and other high-risk populations. CDC reports COVID-19 activity remains elevated in some regions but is declining nationally.
- **Adenovirus:** Continued growth, particularly in the South, suggests increasing contribution to respiratory illness and outbreak potential. Elevated adenovirus activity may increase diagnostic complexity because symptoms overlap substantially with influenza, COVID-19, and other respiratory viruses.
- **Influenza A H1-2009:** Represents the most important emerging respiratory signal. Activity increased across all regions and is now high in the South, suggesting influenza may become a larger contributor to respiratory illness, testing demand, antiviral use, and hospitalizations in the coming weeks. CDC reports seasonal influenza activity remains low nationally but is increasing.
 - Read more: [Respiratory Illnesses Data Channel](#)
- **Bottom line:** This increasing pathogen diversity reinforces the value of regional surveillance.

3-Month Detection Rate Breakdown:

