Immunoassay Market by Product & Service (Reagents & Kits, Analyzers, Software, Services), Technique (ELISA, Rapid Test), Application (Infectious Diseases, Endocrinology, Oncology), End User (Clinical Labs, Hospitals) - Global Forecast to 2021

Description: The immunoassay market is expected to reach USD 25.45 billion by 2021 from USD 17.16 billion in 2016 at a CAGR of 8.2%. The global immunoassay market is segmented based on product & service, technology, application, end user, and region. The reagents & kits segment is expected to account for the largest market share of the immunoassay market during the forecast period. The high growth in this segment can be attributed to the expanding use of immunoassay tests worldwide.

On the basis of technology, the ELISA segment is expected to account for the largest share of the market in 2016. Expanding use of immunoassay tests in cancer, point-of-care in vitro diagnostics, infectious disease testing, and therapeutic drug level monitoring as well as the introduction of novel biomarkers will drive the growth of this market.

On the basis of application, the market is segmented into infectious diseases, endocrinology, bone and mineral disorders, oncology, cardiology, hematology and blood screening, autoimmune diseases, toxicology, neonatal screening, and other applications. The rise in incidence of HIV, tuberculosis, hepatitis, and other hospital-acquired infections has fueled the demand for immunoassay tests in the infectious diseases segment.

Geographically, the immunoassay market is dominated by North America, followed by Europe, Asia, and the Rest of the World (RoW). Growth in the North American region is primarily driven by rapidly increasing aging population and the concomitant rise in the prevalence of diseases as well as the growing life expectancy.

The major factors contributing to the growth of the immunoassay market include rising incidences of chronic diseases, extensive use of immunoassays in oncology, technological advancements, cost-effectiveness & rapid analysis of immunoassays.

The major players in this market include F. Hoffmann-La Roche Ltd. (Switzerland), Siemens AG (Germany), Abbott Laboratories, Inc. (U.S.), Beckman Coulter, Inc. (U.S.), Ortho-Clinical Diagnostics, Inc. (U.S.), and bioMérieux SA (France).

Research Coverage:

Apart from comprehensive geographic and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by industry players over the last three years. In addition, the company profiles comprise the product portfolios, developments, and strategies adopted by the market players to maintain and increase their shares in the market. The abovementioned market research data, current market size, and forecast of the future trends will help key market players and new entrants to make the necessary decisions regarding product offerings, geographic focus, change in strategic approach, and levels of output in order to remain successful in the immunoassay market.

Reasons to Buy the Report:

This report will enable both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help these firms garner greater market shares. Firms purchasing the report can use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios of the top players in the immunoassay market. The report analyses the immunoassay market by product & service, technology,
application, end user, and region
- Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the immunoassay market
- Competitive Assessment: In-depth assessment of the market strategies, geographic and business segments, and product portfolios of the leading players in the immunoassay market
- Market Development: Comprehensive information about emerging markets. This report analyses the market for various immunoassay products across geographies
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the immunoassay market

Contents:
1 Introduction
  1.1 Objectives of the Study
  1.2 Market Definition
  1.2.1 Markets Covered
  1.2.2 Years Considered for the Study
  1.3 Currency
  1.4 Limitations
  1.5 Stakeholders

2 Research Methodology
  2.1 Secondary Data
  2.1.1 Key Data From Secondary Sources
  2.2 Primary Data
  2.2.1 Key Data From Primary Sources
  2.3 Market Size Estimation
  2.3.1 Bottom-Up Approach
  2.3.2 Top-Down Approach
  2.4 Market Breakdown and Data Triangulation
  2.5 Assumptions for the Study

3 Executive Summary
  3.1 Introduction
  3.2 Conclusion

4 Premium Insights
  4.1 The Immunoassay Market is Projected to Grow at A Robust Growth Rate From 2016 to 2021
  4.2 Geographic Analysis: Global Immunoassay Market, By Product and Service
  4.3 Global Immunoassay Market, By Technology
  4.4 Geographical Snapshot of the Global Market
  4.5 Global Market, By Application
  4.6 Global Market, By End User
  4.7 Lifecycle Analysis, By Region

5 Market Overview
  5.1 Introduction
  5.2 Market Dynamics
  5.2.1 Immunoassay Market: Drivers, Restraints, Opportunities, and Challenges
  5.2.2 Drivers
  5.2.2.1 Growing Prevalence of Infectious and Chronic Diseases
  5.2.2.2 Extensive Use of Immunoassay in Oncology
  5.2.2.3 Technological Advancements
  5.2.2.4 Cost-Effectiveness & Rapid Analysis
  5.2.2.5 Growth in the Biotechnology and Pharmaceutical Sector
  5.2.3 Restraints
  5.2.3.1 Low Detection Limit of Immunoassay
  5.2.3.2 Implementation of Excise Duty By the U.S. Government
  5.2.3.3 Stringent Regulations
  5.2.4 Opportunities
  5.2.4.1 Integration of Microfluidics in Immunoassay
  5.2.4.2 Point-Of-Care Testing With Multiplex Assay
  5.2.4.3 Emerging Economies
  5.2.5 Challenges
5.2.5.1 Pricing Pressure on Manufacturers

6 Immunoassay Market, By Technology
6.1 Introduction
6.2 Enzyme-Linked Immunosorbent Assay (ELISA)
6.2.1 ELISA Market, By Platform
6.2.1.1 Chemiluminescence Immunoassay (CLIA)
6.2.1.2 Fluorescence Immunoassay (FIA)
6.2.1.3 Colorimetric Immunoassay (CI)
6.2.2 ELISA Market, By Type
6.2.2.1 First Generation
6.2.2.2 Second Generation
6.2.2.3 Third Generation
6.2.2.4 Fourth Generation and Above
6.3 Rapid Tests
6.4 Western Blot
6.5 Elispot
6.6 Radioimmunoassay (RIA)
6.7 Polymerase Chain Reaction (PCR)

7 Immunoassay Market, By Product and Service
7.1 Introduction
7.2 Reagents & Kits
7.2.1 By Type
7.2.1.1 Enzyme-Linked Immunosorbent Assay (ELISA) Reagents and Kits
7.2.1.2 Rapid Test Reagents and Kits
7.2.1.3 Western Blot Reagents and Kits
7.2.1.4 Elispot Reagents and Kits
7.2.1.5 RIA Reagents and Kits
7.2.1.6 PCR Reagents and Kits
7.3 Analyzers
7.3.1 By Purchase Mode
7.3.1.1 Reagent Rental Purchase
7.3.1.2 Outright Purchase
7.3.2 By Type
7.3.2.1 Open-Ended Systems
7.3.2.2 Closed-Ended Systems
7.4 Software and Services

8 Immunoassay Market, By Application
8.1 Introduction
8.2 Infectious Diseases
8.3 Endocrinology
8.4 Bone and Mineral Disorders
8.5 Oncology
8.6 Cardiology
8.7 Hematology and Blood Screening
8.8 Autoimmune Disorders
8.9 Toxicology
8.10 Neonatal Screening
8.11 Other Applications

9 Immunoassay Market, By End User
9.1 Introduction
9.2 Hospitals
9.3 Clinical Laboratories
9.4 Blood Banks
9.5 Research & Academic Laboratories
9.6 Pharmaceutical Companies, Cros, and Biotechnology Companies
9.7 Other End Users

10 Immunoassay Market, By Region
10.1 Introduction
10.2 North America
10.2.1 U.S.
10.2.2 Canada
10.2.3 Mexico
10.3 Europe
10.3.1 Germany
10.3.2 France
10.3.3 U.K.
10.3.4 Italy
10.3.5 Spain
10.3.6 Rest of Europe (RoE)
10.4 Asia
10.4.1 Japan
10.4.2 China
10.4.3 India
10.4.4 South Korea
10.4.5 Taiwan
10.4.6 Rest of Asia (RoA)
10.5 Rest of the World (RoW)

11 Competitive Landscape
11.1 Introduction
11.2 Strategic Overview
11.3 Market Share Analysis
11.4 Competitive Situation and Trends
11.4.1 Agreements, Partnerships, and Collaborations
11.4.2 Regulatory Approvals
11.4.3 Expansions
11.4.4 Product Launches
11.4.5 Acquisitions

12 Company Profiles
(Overview, Products and Services, Financials, Strategy & Development) -
12.1 Introduction
12.2 F. Hoffmann-La Roche Ltd.
12.3 Beckman Coulter, Inc. (Subsidiary of Danaher Corporation)
12.4 Bio-Rad Laboratories, Inc.
12.5 Siemens AG
12.6 Sysmex Corporation
12.7 Biomérieux Sa
12.8 Alere Inc.
12.9 Becton, Dickinson and Company
12.10 Ortho Clinical Diagnostics, Inc.
12.11 Abbott Laboratories, Inc.

- Details on Overview, Products and Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

13 Appendix
13.1 Insights of Industry Experts
13.2 Discussion Guide

List of Tables
Table 1 Incidence of Infectious Diseases, 2014-2015
Table 2 Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 3 Market Size for ELISA, By Country, 2014 - 2021 (USD Million)
Table 4 ELISA Market Size, By Platform, 2014 - 2021 (USD Million)
Table 5 ELISA Market Size, By Generation, 2014 - 2021 (USD Million)
Table 6 CLIA Market Size, By Country, 2014 - 2021 (USD Million)
Table 7 FIA Market Size, By Country, 2014 - 2021 (USD Million)
Table 8 Colorimetric Immunoassay (CI) Market Size, By Country, 2014 - 2021 (USD Million)
Table 9 First-Generation ELISA Market Size, By Country, 2014 - 2021 (USD Million)
**Table 10** Second-Generation ELISA Market Size, By Country, 2014 - 2021 (USD Million)
**Table 11** Third-Generation ELISA Market Size, By Country, 2014 - 2021 (USD Million)
**Table 12** Fourth-Generation ELISA Market Size, By Country, 2014 - 2021 (USD Million)
**Table 13** Market Size for Rapid Tests, By Country, 2014 - 2021 (USD Million)
**Table 14** Market Size for Western Blot, By Country, 2014 - 2021 (USD Million)
**Table 15** Market Size for Elispot, By Country, 2014 - 2021 (USD Million)
**Table 16** Market Size for RIA, By Country, 2014 - 2021 (USD Million)
**Table 17** Market Size for Polymerase Chain Reaction (PCR), By Country, 2014 - 2021 (USD Million)
**Table 18** Market Size, By Product & Service, 2014 - 2021 (USD Million)
**Table 19** Immunoassay Reagents & Kits Market Size, By Type, 2014 - 2021 (USD Million)
**Table 20** ELISA Reagents & Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 21** Rapid Test Reagents and Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 22** Western Blot Reagents and Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 23** Elispot Reagents and Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 24** RIA Reagents and Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 25** PCR Reagents and Kits Market Size, By Country, 2014 - 2021 (USD Million)
**Table 26** Immunoassay Analyzers Market Size, By Country, 2014 - 2021 (USD Million)
**Table 27** Immunoassay Analyzers Market Size, By Type, 2014 - 2021 (USD Million)
**Table 28** Immunoassay Analyzers Market Size, By Purchase Mode, 2014 - 2021 (USD Million)
**Table 29** Reagent Rental Purchase Market Size, By Country, 2014 - 2021 (USD Million)
**Table 30** Outright Purchase Market Size, By Country, 2014 - 2021 (USD Million)
**Table 31** Open-Ended Immunoassay Systems Market Size, By Country, 2014 - 2021 (USD Million)
**Table 32** Closed-Ended Immunoassay Systems Market Size, By Country, 2014 - 2021 (USD Million)
**Table 33** Immunoassay Software & Services Market Size, By Country, 2014 - 2021 (USD Million)
**Table 34** Market Size, By Application, 2014 - 2021 (USD Million)
**Table 35** Market Size for Infectious Diseases, By Country, 2014 - 2021 (USD Million)
**Table 36** Market Size for Endocrinology, By Country, 2014 - 2021 (USD Million)
**Table 37** Market Size for Bone and Mineral Disorders, By Country, 2014 - 2021 (USD Million)
**Table 38** Market Size for Oncology, By Country, 2014 - 2021 (USD Million)
**Table 39** Market Size for Cardiology, By Country, 2014 - 2021 (USD Million)
**Table 40** Market Size for Hematology and Blood Screening, By Country, 2014 - 2021 (USD Million)
**Table 41** Prevalence of Autoimmune Diseases
**Table 42** Market Size for Autoimmune Disorders, By Country, 2014 - 2021 (USD Million)
**Table 43** Immunoassay Market Size for Toxicology, By Country, 2014 - 2021 (USD Million)
**Table 44** Immunoassay Market Size for Neonatal Screening, By Country, 2014 - 2021 (USD Million)
**Table 45** Immunoassay Market Size for Other Applications, By Country, 2014 - 2021 (USD Million)
**Table 46** Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
**Table 47** Immunoassay Market Size for Hospitals, By Country, 2014 - 2021 (USD Million)
**Table 48** Immunoassay Market Size for Clinical Laboratories, By Country, 2014 - 2021 (USD Million)
**Table 49** Immunoassay Market Size for Blood Banks, By Country, 2014 - 2021 (USD Million)
**Table 50** Immunoassay Market Size for Research & Academic Laboratories, By Country, 2014 - 2021 (USD Million)
**Table 51** Immunoassay Market Size for Pharmaceutical Companies, Cros, and Biotechnology Companies, By Country, 2014 - 2021 (USD Million)
**Table 52** Immunoassay Market Size for Other End Users, By Country, 2014 - 2021 (USD Million)
**Table 53** Immunoassay Market Size, By Region, 2014 - 2021 (USD Million)
**Table 54** North America: Immunoassay Market Size, By Country, 2014 - 2021 (USD Million)
**Table 55** Europe: Immunoassay Market Size, By Country, 2014 - 2021 (USD Million)
**Table 56** Asia: Immunoassay Market Size, By Country, 2014 - 2021 (USD Million)
**Table 57** North America: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
**Table 58** North America: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
**Table 59** North America: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
**Table 60** North America: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
**Table 61** U.S.: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
**Table 62** U.S.: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
**Table 63** U.S.: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
**Table 64** U.S.: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
**Table 65** Canada: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
**Table 66** Canada: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
**Table 67** Canada: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
**Table 68** Canada: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
**Table 69** Mexico: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
**Table 70** Mexico: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 71: Mexico: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 72: Mexico: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 73: Europe: Immunoassay Market Size, By Country, 2014 - 2021 (USD Million)
Table 74: Europe: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 75: Europe: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 76: Europe: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 77: Europe: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 78: Germany: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 79: Germany: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 80: Germany: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 81: Germany: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 82: France: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 83: France: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 84: France: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 85: France: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 88: U.K.: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 89: U.K.: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 90: Italy: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 91: Italy: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 92: Italy: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 93: Italy: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 94: Spain: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 95: Spain: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 96: Spain: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 97: Spain: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 98: RoE: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 99: RoE: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 100: RoE: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 101: RoE: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 102: Asia: Immunoassay Market Size, By Country, 2014 - 2021 (USD Million)
Table 103: Asia: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 104: Asia: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 105: Asia: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 106: Asia: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 107: Japan: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 108: Japan: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 109: Japan: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 110: Japan: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 111: China: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 112: China: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 113: China: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 114: China: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 115: India: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 117: India: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 118: India: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 119: South Korea: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 120: South Korea: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 121: South Korea: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 122: South Korea: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 123: Taiwan: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 124: Taiwan: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 125: Taiwan: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 126: Taiwan: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 127: RoA: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 128: RoA: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 129: RoA: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 130: RoA: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 131: RoW: Immunoassay Market Size, By Technology, 2014 - 2021 (USD Million)
Table 132: RoW: Immunoassay Market Size, By Product & Service, 2014 - 2021 (USD Million)
Table 133: RoW: Immunoassay Market Size, By Application, 2014 - 2021 (USD Million)
Table 134 RoW: Immunoassay Market Size, By End User, 2014 - 2021 (USD Million)
Table 135 Agreements, Partnerships, and Collaborations, 2014 - 2016
Table 136 Regulatory Approvals, 2013 - 2016
Table 137 Expansions, 2015 - 2016
Table 138 Product Launches, 2015 - 2016
Table 139 Acquisitions, 2015 - 2016

List of Figures

Figure 1 Research Design
Figure 2 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 3 Immunoassay Market: Bottom-Up Approach
Figure 4 Immunoassay Market: Top-Down Approach
Figure 5 Global Immunoassay Market: Data Triangulation Methodology
Figure 6 Reagents and Kits Segment to Account for the Largest Market Share in 2016
Figure 7 ELISA Segment to Dominate the Immunoassay Market in 2016
Figure 8 Infectious Diseases Segment to Dominate the Global Immunoassay Market in 2016
Figure 9 Hospital Segment to Account for the Largest Share of the Immunoassay Market in 2016
Figure 10 Asia to Witness the Highest Growth Rate in the Forecast Period
Figure 11 Rising Incidences of Chronic & Infectious Diseases and Technological Advancements to Drive Market Growth of the Immunoassay Market
Figure 12 Reagents & Kits to Command the Largest Market Share in 2016
Figure 13 ELISA is Expected to Dominate the Immunoassay Market in 2016
Figure 14 The U.S. is Expected to Dominate the Immunoassay Market in 2016
Figure 15 The Infectious Diseases Segment is Poised to Grow at the Highest Rate During the Forecast Period
Figure 16 Hospitals Will Dominate the Immunoassay Market By 2021
Figure 17 Asia to Witness Highest Growth in the Forecast Period
Figure 18 Incidence of Infectious Diseases, Per 100,000 Population in the U.S.
Figure 19 Incidence of the Top Ten Cancers, Per 100,000 Population, Globally
Figure 20 Western Blot Segment to Hold the Fastest Growing Market During the Forecast Period
Figure 21 Reagents & Kits Segment Hold Largest Market Share in 2016
Figure 22 ELISA Segment to Hold the Largest Market Share in 2016
Figure 23 The Infectious Diseases Application Segment is Expected to Dominate the Immunoassay Applications Market During the Forecast Period
Figure 24 Global Cancer Incidence, By Region, 2012 vs 2015 vs 2020
Figure 25 Hospitals Segment to Hold Largest Market Share in 2016
Figure 26 Emerging Economies Such as China, India, and Japan Offer Significant Growth Opportunities for Players in the Immunoassay Market
Figure 27 North America: Immunoassay Market Snapshot
Figure 28 ELISA Dominates the Technology Segment in the North American Market in 2016
Figure 29 Europe: Immunoassay Market Snapshot
Figure 30 Asia: Immunoassay Market Snapshot
Figure 31 RoW: Immunoassay Market Snapshot
Figure 32 Agreements, Collaborations, and Partnerships Was the Key Growth Strategy Adopted By Players in the Immunoassay Market
Figure 33 Immunoassay Market Share Analysis, By Key Player, 2015
Figure 34 Battle for Market Share: Agreements, Partnerships, and Collaborations - Key Growth Strategy Adopted Between 2014 & 2016
Figure 35 Product Benchmarking for Top 5 Players
Figure 36 F. Hoffmann-La Roche Ltd.: Company Snapshot
Figure 37 Danaher Corporation: Company Snapshot
Figure 38 Bio-Rad Laboratories, Inc.: Company Snapshot
Figure 39 Siemens AG: Company Snapshot
Figure 40 Sysmex Corporation: Company Snapshot
Figure 41 Biomérieux Sa: Company Snapshot
Figure 42 Alere Inc.: Company Snapshot
Figure 43 Becton, Dickinson and Company: Company Snapshot
Figure 44 Abbott Laboratories, Inc.: Company Snapshot

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