Cell Analysis Market by Product, & Consumables, by Process, & by End User - Forecast to 2020

Description: "Cell Analysis Market by Product (Instrument (PCR, HCS, Spectrophotometer, Microscope), & Consumables (Assay, Reagent)), by Process (Cell Proliferation, Single Cell Analysis), & by End User (Hospital, Pharmaceutical, Biotechnology, CRO) - Forecast to 2020"

"The global cell analysis market is expected to reach USD 26.0 billion by 2020 from USD 19.0 billion in 2015, growing at a CAGR of 6.56% from 2015 to 2020. The global cell analysis market is categorized on the basis of product, process, end user, and geography. The instruments segment is expected to register the highest growth rate in the cell analysis market, by product, during the forecast period.

Its favorable growth is attributed to biological relevance for new drug discoveries, cancer research, and government funding & support for cell-based research. Furthermore, instruments are rapidly adopted by biotechnology and biopharmaceutical industries for performing cell analysis biotechnology products and biopharmaceuticals. This is another major reason for the growth of this market.

Major factors contributing to growth of the cell analysis market include rising incidence of chronic and infectious diseases, growing healthcare industry and medical spending, rising incidence of cancer, and introduction of technologically advanced products are likely to propel the growth of this market. Furthermore, Corporate and government funding for cell-based research is another major factor providing impetus for growth of this market. For instance,

The Global Health Innovative Technology Fund (GHIT Fund) is a public-private partnership dedicated towards Japanese R&D focusing on research related to infectious diseases. It offers funds to various partnerships between Japanese and non-Japanese organizations, which include various pharmaceutical companies, academic and research institutions, and product development partnerships (PDPs).

The relatively untapped markets of the Asia-Pacific region and advent of microfluidics in cell analysis have opened an array of opportunities for the cell analysis market. However, reluctance amongst researchers to use advanced cell analysis techniques and high cost of instruments are expected to restrain the growth of this market.

The Asia-Pacific region, qPCR, and single cell analysis are expected to serve as new revenue pockets for the cell analysis market in the coming five years.

Apart from the comprehensive geographical and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by the industry players from 2012 to 2015. In addition, the company profiles comprise the basic views on the key players in the cell analysis market and the product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future.

The above mentioned market research data, current market size, and forecast of the future trends will help the key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, change in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms, garner a greater market share. 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 product portfolios of the top players in the cell analysis market. The report analyzes the cell analysis market by product and geography

- Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the cell analysis market

- Competitive Assessment: In-depth assessment of the market strategies, geographical and business segments, and product portfolios of the leading players in the cell analysis market

- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the market for various cell analysis products across geographies

- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the cell analysis market

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