Flow Cytometry Market by Technology (Cell & Bead-Based), Products (Analyzer, Sorter, Reagents, Consumables, Software), Application (Research, Clinical) & End User (Commercial Organization, Hospital, Clinical Testing Labs) - Global Forecasts to 2021

Description: The flow cytometry market is broadly segmented into products & services, technologies, applications, and end users. By products & services, the flow cytometry market is segmented into reagents & consumables, flow cytometry instruments, services, software, and accessories. The reagents & consumables segment is expected to command a major share of the flow cytometry market in 2016.

Geographically, the report covers four major regions, namely, North America, Europe, Asia-Pacific, and the Rest of the World. North America is expected to command the largest share of the global flow cytometry market in 2016, followed by Europe. The Asia-Pacific flow cytometry market is projected to witness the highest growth rate during the forecast period from 2016 to 2021 due to a number of factors, including improving healthcare infrastructure, favorable government initiatives, and growing focus of market players on the Asia-Pacific flow cytometry market.

In the flow cytometry industry, market growth is majorly driven by the development of novel flow cytometers, increasing use of flow cytometry in clinical trials, launch of new reagents for specific applications like diagnostics & drug discovery, development of user-friendly & intuitive software, growing prevalence of cancer & HIV/AIDS, and growing adoption of flow cytometry techniques in research activities.

As of 2015, the global flow cytometry market was dominated by Becton, Dickinson and Company (U.S.), Beckman Coulter, Inc. (U.S.), and Thermo Fisher Scientific, Inc. (U.S.), which together held a share of 80% of the overall flow cytometry market. New product launches & product approvals; agreements, collaborations, & partnerships; geographic expansions; strategic acquisitions; and others (offering research grants & funds, awards & recognitions, and opening of new research centers to develop advanced flow cytometry solutions) are the major strategies adopted by most market players to achieve growth in the global flow cytometry market.

Reasons to Buy the Report:
From an insight perspective, this research report has focused on various levels of analysis—market share analysis of top players and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the flow cytometry market, high-growth regions/countries and their respective drivers, restraints, challenges, and opportunities.

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 firms in garnering a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:
- Market Penetration: Comprehensive information on the flow cytometry products offered by the top 10 players in the flow cytometry market. The report analyzes the flow cytometry market by products & services, technology, application, and end user
- Product Development/Innovation: Detailed insights on current and upcoming technologies, research and development activities, product approvals, and new product launches in the flow cytometry market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various flow cytometry products across four geographies
- Competitive Assessment: In-depth assessment of market shares, strategies, and products of leading players in the flow cytometry market
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