

**In Situ Hybridization Market by Products (Consumables, Instruments, Software),
Technology (DNA FISH, RNA FISH, PNA FISH, CISH), Application (Cancer,
Immunology, Neuroscience, Cytology), End User (Hospitals, Pharma, Biotech, CROs) -
Global Forecast to 2027**

Market Report | 2022-11-03 | 193 pages | MarketsandMarkets

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Report description:

The global in situ hybridization market is projected to reach USD 2.8 billion by 2027 from USD 1.5 billion in 2022, at a CAGR of 12.6% during the forecast period. Companion diagnostic products showcase a significant potential to improve the diagnosis and treatment of cancer. FISH-based biomarkers play a substantial role in developing companion diagnostics because of their ability to evaluate morphology and gene amplification simultaneously. This has increased the adoption of ISH-based consumables across companion diagnostic tests.

"The kits & reagents segment accounted for the highest share in the ISH consumables market revenue for the year 2021"

The ISH market is segmented into 3 key products, namely, consumables, instruments, and software. The ISH consumables market is further segmented into kits & reagents, probes, and accessories. The advantages of kits are their ease of use, availability of ready-to-use reagents and antibodies, the optimized sensitivity of the antibody to an antigen, and decreased chances of errors. This has propelled the use of kits in diagnostic tools employed for cancer patients to identify eligibility for specific drugs during treatment.

"Hospitals & diagnostic laboratories accounted for the largest revenue share of the ISH market in 2021"

Based on the end users the global in situ hybridization market is segmented into hospital & diagnostic laboratories, academic and research institutes, CROs, and pharmaceutical & biotechnology companies. Hospital & diagnostic laboratories segment has generated the highest revenue in 2021. The growing patient population, increasing Medicare reimbursement for clinical tests performed in hospitals, and the emergence of advanced diagnostic tests are some of the key factors driving the growth of this end-user segment.

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"Asia Pacific: The fastest-growing country in the in situ hybridization market"

The in situ hybridization market is segmented into North America, Europe, Asia Pacific, RoW. The in situ hybridization market in the Asia Pacific region is expected to grow at the highest CAGR during the forecast period. The economic growth in the countries of this region, its large population base, the rising prevalence of chronic diseases, improvements in the standard of living, growing demand for quality medical care, increasing healthcare spending, government initiatives, and awareness regarding the use of tissue diagnostic tests are the major factors driving market growth in the Asia Pacific.

The primary interviews conducted for this report can be categorized as follows:

- By Respondent: Supply Side- 80% and Demand Side 20%
- By Designation: C-level - 25%, D-level - 20%, and Others - 55%
- By Region: North America -50%, Europe -20%, Asia-Pacific -20%, RoW -10%

Lists of Companies Profiled in the Report:

- Abbott (US)
- Abcam (UK)
- Abnova Corporation (Taiwan)
- Agilent Technologies, Inc. (US)
- Bio SB Inc. (US)
- Biocare Medical, LLC (US)
- BioCat GmbH (Germany)
- BioGenex Laboratories (US)
- Bio-Rad Laboratories (US)
- Bio-Techne Corporation (US)
- BioView (Israel)
- Creative Bioarray (US)
- Danaher (US)
- Enzo Biochem (US)
- F. Hoffmann-La Roche AG (Switzerland)
- GeneMed Biotechnologies Inc. (US)
- Merck KGaA (Germany)
- NeoGenomics Laboratories (US)
- OpGen (US)
- Oxford Gene Technology (UK)
- PerkinElmer Inc. (US)
- QIAGEN N.V. (Netherlands)
- Thermo Fisher Scientific (US)
- ZytoVision GmbH (Germany)

Research Coverage:

This report provides a detailed picture of the in situ hybridization market. It aims at estimating the size and future growth potential of the market across different segments, such as the product, technology, applications, end user, and region. The report also includes an in-depth competitive analysis of the key market players, along with their company profiles, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants by providing them with the closest approximations of the revenue numbers for the overall in situ hybridization market and its segments. It will also help stakeholders better understand the competitive landscape and gain more insights to better position their business and make suitable go-to-market strategies. This report will enable stakeholders to understand the market's pulse and provide them with information on the key market drivers, restraints,

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trends, opportunities, and challenges.

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