

**Microbiome Diagnostics Market by Product (Kits & Reagents, Instruments),  
Technology (16s rRNA Sequencing, Shot Gun Metagenomics, Metatranscriptomics),  
Sample (Fecal, Saliva, Skin), Application (GI, Metabolic Disorders) - Global Forecast  
to 2028**

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**Report description:**

The global microbiome diagnostics market is valued at an estimated USD 146 million in 2023 and is projected to reach USD 300 million by 2028, at a CAGR of 15.5% during the forecast period. Market growth is driven by factors such as increasing awareness of microbiome diagnostics, increasing demand of personalized medicine and increasing incidences of diseases.

"The reagents & kits to register the largest share of the microbiome diagnostics market, by product."

The global microbiome diagnostics market is segmented into reagents & kits and instruments on product. Market growth is largely driven by the repetitive use of reagents & kits for microbiome-based diagnostic procedures coupled with the increase in the volume of microbiome-based tests conducted worldwide. Moreover, the availability of better reagents & kits that offer efficient results and precision in diagnosis attributes to their growing requirement resulting in growth of the segment.

"16s rRNA sequencing segment to grow at a considerable rate among technology during the forecast period."

The microbiome diagnostics market is segmented into 16s rRNA sequencing, shotgun metagenomics, metatranscriptomics and other technologies. As compared to capillary sequencing or PCR-based approaches, 16S rRNA sequencing is a culture-free technique that enables researchers to analyze the entire microbial community within a sample. Due to its ability to combine many samples in a sequencing run, NGS-based 16S rRNA sequencing is a cost-effective technique for identifying bacterial strains that may not be found using traditional methods.

"Research application segment accounted for the largest share in the microbiome diagnostics market, by application."

The global microbiome diagnostics market is segmented into research application, disease diagnostic application. The application segment of disease diagnostic application accounted for a considerable share in 2022, primarily due to rising prevalence of

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diseases.

"Asia Pacific: The fastest-growing region in the microbiome diagnostics market."

The global microbiome diagnostics market is segmented into five regions - North America, Europe, the Asia Pacific, Rest of the World. The Asia Pacific region is expected to grow at the highest rate during the forecast period in the microbiome-based diagnostics market. The high growth in the region is due to the increasing incidences of diseases, increasing microbiome research activities in Asian countries.

The break-up of the profile of primary participants in the microbiome diagnostics market:

- By Company Type: Tier 1 - 55%, Tier 2 - 40%, and Tier 3 - 5%
- By Designation: C-level - 37%, D-level - 48%, and Others - 15%
- By Region: North America - 56%, Europe - 20%, Asia Pacific - 17%, Rest of the World- 7%,

The key players in this market are DNA Genotek (Canada), Invivo Healthcare (UK), Microba Life Sciences (US), Genetic Analysis AS (Norway), Metabionics (US), Teraomics (US), Becton, Dickinson and Company (US), BioMe Oxford Ltd (UK), Viennalab Diagnostics (Austria), Viome Life Sciences, Inc. (US), Luxia Scientific (France), DayTwo (US), Sun Genomics (US), Atlas Biomed (UK), Quantbiome, Inc. (US), GoodGut (US), Micronoma (US), FlightPath Biosciences (US), and Microbiome Research Pvt. Ltd. (India)

Research Coverage:

This research report categorizes the microbiome diagnostics market by product (reagents & kits and instruments), sample (feces, saliva, skin and other sample), technology (16s rRNA sequencing, shotgun metagenomics, metatranscriptomics and other technology), application (research application, disease diagnosis and monitoring), end user (research institutes, pharmaceutical and biotechnology companies, hospitals and other end user), and region (North America, Europe, Asia Pacific, Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, opportunities, and challenges, influencing the growth of the microbiome diagnostics market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products offered, key strategies, acquisitions, and partnerships. New product launches and approvals, and recent developments associated with the microbiome diagnostics market. This report covers the competitive analysis of upcoming startups in the microbiome-based diagnostics market ecosystem.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall microbiome diagnostics market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (The collaborative efforts between the microbiome industry and academia for microbiome research and the growing demand for personalized medicine, growing awareness about the importance of the human microbiome diagnostics, rising incidences of disease), opportunities (Increased collaboration of key players and small innovative companies to work on new microbiome technologies), and challenges (Adverse impact of complex regulatory policies on commercialization of microbiome ) influencing the growth of the microbiome-based market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the microbiome diagnostics market.
- Market Development: Comprehensive information about lucrative markets - the report analyses the microbiome diagnostics market across varied regions.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the microbiome diagnostics market

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-Competitive Assessment: In-depth assessment of market shares, growth strategies and product offerings of leading players like DNA Genotek (Canada), Invivo Healthcare (UK), Microba Life Sciences (US), and Genetic Analysis AS (Norway)among others in the microbiome-based diagnostics market strategies.

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